What About the Future?

If you wish to prepare yourself for changed conditions after the War, mark and post the coupon opposite NOW

CUT OUT THE PEN COUPON ON PAGE 11.

JOHN BULL

VOL. XXIII. No. 615. SATURDAY, APRIL 13, 1918. TWOPENCE.

[Registered at the G.P.O. as a Newspaper.]

I.C.S. Coupon

- Mechanical Engineering
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NOTE.—If any other subject required write it here.....

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*ADDRESS*_____

I.C.S. Ltd., 10, Kingsway, London, W.C. 2.

Edited by HORATIO BOTTOMLEY

Important Notice

The prices of Condensed Milk, and also the distribution to the Trade, are now decided by the Food Controller under the provision of the Condensed Milk Order, but we desire it to be distinctly understood that we continue to GUARANTEE ABSOLUTELY every genuine Tin of

NESTLÉ'S MILK

whether actually distributed by ourselves or otherwise. Any purchaser dissatisfied with the quality or condition of any tin of Nestlé's Milk is requested to write to the undermentioned address, stating nature of complaint and name and address of supplier who refuses to replace it, when immediate attention will be given.

CASH PRICE 1/2½ PER TIN,

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BY HORATIO BOTTOMLEY

Spinet
The Super Cigarette

Fine Old Virginia Oval. Cork-tipped.

½ for 20

Also in boxes of 50 & 100

For the Pipe

Spinet 1/7-2oz Mixture

R. & J. HILL Ltd. LONDON.

The "Blanco" Tradition

For more than a quarter of a century the old British Army 'Blanco'd' itself clean and smart.

This tradition, like the other worthy ones, holds true in the New Armies of to-day, and it holds because "Blanco" is still the most efficient article for its purpose.

In these Khaki-days

"BLANCO"

is made in 3 kinds:

"WEB-BLANCO"—a special preparation for cleaning all web-equipment.

"KHAKI-BLANCO"—for cleaning khaki-coloured Spats, Sun-helmets, Buckskin belts, etc. —may also be used for web-equipment.

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WAR OFFICE APPROVAL.

Sole Manufacturers:
JOSEPH PICKERING & SONS, Ltd.,
Burton Road,
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DRAWN WIRE LAMPS

Exclusively the Product of
BRITISH CAPITAL
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"Wavcurl"

PROMOTES CURLY HAIR.

Have you ever thought how much a head of Curly Hair would improve your appearance? 'Wavcurl' imparts beautiful permanent curls. One packet sufficient, however lifeless your hair is. One testimonial says: *"My hair soon became a mass of many curls."* For either Ladies or Gentlemen or children. This is what you have been looking for for years (Guaranteed harmless. Price 1/6 per packet, post free. For a short time, however, we are selling our special offer to all enclosing this advert. Send 1/6 for a 2/6 packet (Two for 3/6).

THE NEW WAVCURL CO., Fulwood House, High Holborn, London, W.C.1.

DEAFNESS, CATARRH, EAR NOISES.

Send for Free Copy of Sir Hiram Maxim's New Book and learn of a quick and easy Home Cure.

It is not only in the art of war that Sir Hiram Maxim's inventions are famous. The veteran inventor, who has done so much to help our brave soldiers in the fighting line, is now seen in a new mission—a Mission of Peace that will gladden the hearts of thousands of sufferers from catarrh, deafness, ear noises, asthma, hay fever and bronchitis. In brief, Sir Hiram Maxim has discovered a quick and simple home cure for all catarrhal troubles, and in order that all sufferers should have a free opportunity of learning how to cure their own ailments without interfering with their daily occupation he has published a most interesting little book which his Sole Licencees give away free to all who apply for it.

The curative effect of this discovery is so remarkable that thousands have already been cured, most of these being chronic cases where everything else had failed.

YOUR FREE BOOK

will be sent on receipt of name and address. Never mind how many previous treatments have failed read the free book and follow Sir Hiram's advice. You will be surprised and delighted at the result. A copy will be posted, free of charge, to every reader who writes for it to-day. The address is: Sir Hiram Maxim's Sole Licencees (Dept. J.B.), 46, Holborn Viaduct, London, E.C.

Your Clothes will be worth more money

if you send them to us to be cared for. We clean, repair, re-shape and tailor-press your clothes, maintaining them in new condition so that you get three to four times the wear out of them. That's one reason why they are worth more money. Another is that carefully valeted clothes enhance your personal value. It is thus doubly profitable to

SEND THEM TO THE BRITISH

The inclusive charge per suit, overcoat, or ordinary uniform is only 6/-
Ladies' Costumes from 7/6
Booklet on 'Care of Clothes' free.

BRITISH TAILORING & REPNG. CO.,
38-48, Great College St., London, N.W.
Telephones: North 2882-2883.
FREE Collection and delivery anywhere within 12 miles of Charing Cross. Country (and Army and Navy abroad), use parcel post; we post back FREE.

PEACH'S CURTAINS.

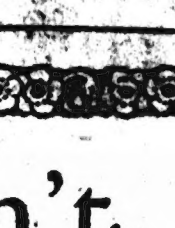
Send for 1918 Catalogue, post free.

The Complete Window Fabric Guide. Imperial Patent Hem Curtains, Biplex Casement Curtains, Nets, Muslins, Linens, Hosiery, etc. **Makers' Prices.** Write now for the Book.
S. PEACH & SONS,
141 The Looms, Nottingham.

Don't use dear eggs because the recipe says so —use instead Goodall's Egg Powder which cuts the cost in two and gets over all FLOUR troubles

IF only everyone would just use *one* (or even omit egg entirely) and a 1½d. packet of Goodall's Egg Powder. You will then get cakes practically as light and tempting and delicious as your pre-war ones—at practically pre-war cost. Cookery Schools and up-to-date homes all over the Kingdom are using Goodall's Egg Powder generously. Why not begin to do the same, and begin to save *your* money?

below there would be no more grumbling about the unaccustomed flour we are getting now-a-days—it is highly nourishing, and, as Miss Wright says, with Goodall's Egg Powder you can easily tame it into good behaviour—and save ⅔ of the cost of eggs into the bargain. Instead of using the 2 or 3 eggs your recipe probably called for,



Elsie Mary Wright, ("Cordon Bleu" Medallist of the National Training School of Cookery; Domestic Editress "Everywoman's Weekly," etc., etc., and one of the best known cookery experts in London).

Miss Wright reports: *"With the present war-time flour it is often a problem to produce light and delicious pastry, but Goodall's Egg Powder completely solves the difficulty . . . . its great advantage over other Egg substitutes is that it contains a minimum of baking powder, the consequence being that cakes, etc., made with it retain all their richness instead of being dry and tasteless. Analysis also shows that Goodall's Egg Powder contains valuable albumens and phosphates.*

1½d. packets; 7d. and 1/2 tins.

Write us if your grocer hasn't it.

Goodall, Backhouse & Co., Leeds.

GENUINE GOLD-FILLED IDENTIFICATION DISC

Hand engraved with name and number and any Regimental Crest. Price 3/6 and 3d. postage complete with strap. These are heavily plated with gold, and will last for generations as souvenirs. Splendid present for a Soldier or Sailor, or can be worn by ladies with their name and address engraved.

SIMS & MAYER (Dept. J. B.), Walter House, 82, Bedford Street, Strand, W.C.2.

JOHN BULL

The Paper on which the Sun Never Sets.

Politics without Party—Criticism without Cant:
Without Fear or Favour, Rancour or Rant.

Vol. XXIII. No. 619. **Week ending Saturday, April 13th, 1918.** **Twopence.**

"THE WORLD, THE FLESH, AND THE—*KAISER.*"

[The Editor discourses upon passing events and topics of the day.]

What the King Learnt.

We are in a position to say that, during his recent visit to the Front, the King was assured, on the very highest authority, that we have the enemy whacked, and that he has returned highly delighted with the outlook.

The Premier.

We are sorry to hear that the strength of the Prime Minister is not withstanding the great strain upon it as well as could be wished. Our advice to him is a little more golf—even if it has to be taken occasionally on a Sunday.

"Shot At Dawn."

We understand that the amendments to the Army Act, consequent upon our recent revelations, are now settled, and are about to be "tabled" in the Commons.

The Recent Rout.

So public opinion is to be once more placated over the St. Quentin disaster. There is to be the inevitable "Inquiry"—but its Report is not to be published. *Why not shoot a General?*

Spare the Lawyers!

So Sir Auckland Geddes says we mustn't take any more solicitors for National Service. And yet the Courts are idle—there being scarcely any cases for trial. Oh, those lawyers!

War Aims Committee.

When is this farcical body to be demobilised? It is simply a collection of Party wirepullers—each watching the other to see that it secures no political "advantage." Why not incorporate its functions in those of the "Minister of Information"?

Canadian Officers.

Is it the fact that although there is at present a surplus of Canadian officers, many of whom are desirous of transferring to the British Army, they cannot do so, without losing their bonus or pension, unless they first go back to Canada and secure their discharge there?

Compliments from Scotland.

According to the *Scottish Farm Servant* "that unsavoury bounder Bottomley" is allowed "to rave at large" because he can always be depended upon "to back the Government in any effort it makes to bulldose the people." Now if our dear brother had said "to JOHN BULL dose the people"!

"Horatio Bottomley Exposed."

The country has recently been flooded with pamphlets, sold, at a good profit, at a penny each, under this title. Having, after much difficulty, identified the real printer and publisher, we are issuing a writ for libel against him. And that is all we are now entitled to say.

Another Medal Wanted.

What about a medal for men mentioned in Despatches—or, at least, a stripe or ribbon?

What Odds?

What price about the Business Government League capturing at least a dozen seats at the next Election? We are taking the odds.

Beaverbrook's Success.

We are glad to hear that the new Minister of Information—what a title!—is making good; and that he has succeeded in fixing up a good "stunt" for the Allies with Japan.

A Subtle Distinction.

Who was the nobleman who recently spoke of two eminent Food officials as respectively "an amiable old lady" and a "silly old woman"? And which was which?

The Prescription.

If we are to believe the *Manchester Guardian*, the way to save the situation when, at a public entertainment, things are going slow, is to mention "Mr. Bottomley." Then, it appears, "the audience collapses uproariously." Good.

Mir Anwaruddin.

We are awaiting the decision of the Public Prosecutor respecting proceedings against this man, whose vile practices and perjury we exposed in the recent libel action—the documents being impounded by the Judge.

Our "Premium Bond" Scheme.

We are about to circulate particulars of a War Savings Certificate Combination, with £10,000 in prizes. If you would like to participate, send in your name and address. Every share is represented by a 15s. 6d. War Savings' Certificate.

Aircraft Wins.

We are asked to back up Lord Rothermere's appeal for speeding up aircraft production. It is clearly the duty of aeroplane workers to put their backs into it—and of patriotic citizens to support every sound scheme for extending the industry.

Half-Starved Horses.

This is becoming an ever-increasing scandal, and at the invitation of the National Equine Defence League—whose acknowledgment, in its Annual Report, of our past help we much appreciate—we propose to investigate the matter more thoroughly.

Canadian Brains.

There can be no question that, having become comrades in war, we shall remain partners in Commerce with the great Business brains of the Dominion. Apart from Lord Beaverbrook, there are men over here to-day—like Col. Grant Morden, for example—destined to play a very big part in our industrial life.

An Ideal Prayer.

The other day we came across that prayer of the little girl, which we had almost forgotten, in which she asked God "that all bad people might be made good, and all good people might be made nice." Think it over.

"Good" People.

By the way, wasn't it Disraeli who described Gladstone as "a good man—in the worst sense of the word"?

America's Appreciation.

Here is a graceful tribute, from the *New York Life*, to the British Navy:—

We do not like to own it,
We wish it were not so;
It's useless to bemoan it,
Or hide what all may know:
That we're not in the gravy—
That still our fortune's full,
We owe the British navy,
By grace of Johnny Bull.

Well, Uncle, send those ten million soldiers along, and we'll cry quits.

The Irish Covention.

When are we to have the Report—or is its delay to be utilised to camouflage the problem of Irish enlistment?

No Buyers.

Here are extracts from two War Savings posters: "Sell your jewellery and invest in War Bonds"—"Don't buy jewellery, put your money in War Bonds." Perhaps somebody will explain how if nobody buys anyone can sell.

Women M.Ps.

We are sorry to see women already in the field as Parliamentary candidates. Of course, without an alteration in the law, their nominations would not be accepted by the Returning Officers; and it is a little early for that alteration in the law—yet.

A Woman's Parliament.

When the time does arrive, a Woman's House—working with the Commons and the Lords—will be found to be a true solution.

America's Surprise.

We are always sorry to see the politicans prophesying on military matters, but we *think* we know what the Prime Minister meant by the coming surprise from America. And by next week, *you* may know, too.

Non-Committal.

When the attention of the I. L. P. Conference was called to the names of certain persons who were proposing to run as parliamentary candidates under its auspices, Mr. Ramsay Macdonald remarked that these candidatures committed the Party to nothing. But do they commit the candidates to anything—say to a decent donation to the funds?

Copy Greece.

And so M. Venizelos has withdrawn from the Greek Parliament the Bill providing a pension for ex-King Constantine. Will Mr. Balfour still attempt to justify contributing part of that £20,000 a year to the dirtiest of traitors?

A Smothered Invention.

The proposal of a Lincolnshire reader for a floating balloon and live wire barrage against hostile aircraft was promptly turned down by the Military Authorities, although a reliable Dutch newspaper now states that the Huns have adopted precisely this method of engaging our own intrepid airmen. Such incidents are not calculated to encourage British inventive talent, which, if given a fair chance, might be trusted to outdo the devices of the foe.

No Treating.

If a man is taken ill in the streets of Gainsborough, he may be carried home or to the hospital in the public ambulance—at his own expense. Quite recently a poor fellow, seized with a fit of epilepsy while walking in the town, was presented on his recovery with an account from the Urban District Council: "Ambulance Charges. To Removal from Market Street to Belvoir Terrace, Morton. Man's Time, 7d." May we inquire what happens in the case of seizures that end fatally? Are the surviving relatives dunned for the ambulance fees?

My River.

Megalomania seems to obsess Mrs Mount, Lady of the Manor of Cobham, Surrey. She rents a couple of miles of the Mole for fishing and shooting—so two working men, observing that the fishing season had been officially extended to facilitate the food supplies, applied courteously to her for permission to have a day's fishing. Although they expressly stated that they would confine their catch to dace and bream, the lady curtly wrote: "I must decline giving you leave to fish in my river." Comment is unnecessary.

Adele Stanier, Suspect.

Can anybody out of a British lunatic asylum explain to us why Adele Stanier, the Austrian woman, has been allowed to carry on at Carlisle Mansions, Westminster? She has been long known to the police; she maintains close acquaintance with British officers and high-placed people whom she claims as friends; she has been under surveillance since last October; the "military authorities" admit they regard her with "the gravest suspicion"; yet on a charge of failing to report herself she is fined £100, and allowed time to pay the money, and is then apparently to be allowed her liberty. Adele ought to be interned.

Painful Incidents.

Several painful cases have arisen from the eccentric and occasionally criminal conduct of discharged soldiers and sailors, suffering from shell-shock and other psychological effects of war. For instance, at the Westmorland County Police Court, the other day, a young fellow, age 19, discharged from the Navy with "neurasthenia," was brought up on two charges of indecency, and sentenced to two months' in gaol, although on the evidence adduced it seems by no means certain that the accused was accountable for his actions. Surely a more humane course would be to keep these mental sufferers under some mild form of restraint as long as there is any element of uncertainty as to their state of mind.

The Spirit of Patriotism.

The workers at the Dalmuir Gun-Mounting Department are patriots every inch. Willingly they agreed to work on Easter Monday. True, they insisted on being paid time-and-a-half, but they gave up their holiday. They gave it up on condition that they were given a day's holiday on the first suitable Monday, to make up, we presume, for their fine spirit in taking their extra pay. A pretty picture.

That Chiswick Photographer.

Hubert, the alien photographer of Chiswick High Road, whom we criticised concerning his treatment of a soldier and the soldier's mother in the matter of some photographs, writes us a letter saying we have conferred upon him the "great privilege" of permitting him to "suffer a great injustice for Christ's sake, significant and appropriate in its arrival during Holy Week." That sample—so suggestive of the blasphemy of the arch-Hun—will probably suffice.

Touring the Front.

It was a good idea, no doubt, to send parties of munition workers to see for themselves the actual conditions obtaining at the Front, although it was perhaps unwise to include so many able-bodied single men of military age. "Speaking even as a discharged soldier, permanently disabled," writes a correspondent now engaged on munitions, "I would be ashamed to show my face to good boys, doing their duty on 1s. 6d. a day." Not quite a complete summary of the situation, perhaps, but there is point in the protest all the same.

Beverley's Beauty.

Bloomfield, the Boomster of Beverley, seems eager to handle any strange thing by which a doubtful penny can be turned. He has now blossomed out as the Northwold Nurseries, advertising his catalogue, allotment chart, and free packet of seeds. An eager applicant received in reply a printed circular stating there were no more free seeds, the supply being "exhausted." But Bloomfield himself was still lively, for, the following Sunday, his advertisement again appeared with the same offer. Bloomfield would appear not to practice as he promises.

Freaks of Charity.

Having money to distribute in charity, the Finance Committee of Aberdeen Town Council set about the task in perplexing style. To the Ailing Children's Camp they allotted £5 5s., and similar amounts went to the Home for Widowers' Children and to the Shipwrecked Fishermen and Mariners' Benevolent Society. The Rest Room for Sailors and Soldiers got a whole £10. But—and this is the startler—Mrs. Murray's Home for Stray Dogs and Cats received £15 15s.! Are cats and dogs more precious in Aberdeen than sick children, orphans, shipwrecked men, soldiers and sailors?

Mid-Cheshire Farm Strike.

At the time of writing, there seems to be more in the Mid-Cheshire farms strike than meets the eye. When at such a crisis of the war farm hands begin to demand no more Sunday work, week-day cessation at 5 p.m., down tools at 1 o'clock on Saturdays, and increased wages as well, there comes up from the fields a smell of syndicalism indubitably rotten. Admittedly, few farm hands are adequately paid for their long hours, especially at a time when the land is the life, but this programme is sheer pro-Germhunism—nothing else and nothing less. What's to stop the rot?

Fined for a Mistake.

Whoever authorised netting fresh-water fish should have explained that the permit was conditional. Ten poor fellows who had "read it in the papers," took nets to a fen and hoped for food. Instead, they were fined at Spilsby for breaking the bye-laws. One was an ex-soldier who had lost an eye, another had lost his lower jaw; all the sympathy they got was the sneering enjoinder, "Not to believe all they saw in the papers." It was a simple error, and the men merited more consideration.

No-Bonus Tea.

A. Hall and Sons, of 66, Swan Street, Manchester, are "Cash Bonus" Tea people, who have now owned up that they are not paying out any more cash bonuses, even to customers to whom they have for over four years "guaranteed" the money. One dodge some firms practised was to announce payment of bonus to a customer, "providing she was still taking their tea regularly," when knowing full well that customer had ceased to buy the stuff for a long while.

Turnips Turned Down.

Liverpool Corporation dug up part of the exercise ground at Sefton Park, to grow foodstuffs. The turnip yield was abundant, but the white globes were not sold; they were "hogged" and covered with potato stalks. When they had been kept sufficiently long, a large quantity duly rotted, and now tons have been carted back to the field and laid out to complete the process of decomposition. About £80 worth of turnips therefore go as manure, involving money loss, and waste of time, space, and labour.

Hard Lines.

There's one man whose skin we certainly should not like to live in; for, if he has a brain to harmonise with his body, he looks like wasting away. This is Mr. Arthur Charles Oliver Scott, Carlton's giant, 27 st. weight, 7 ft. in height, and 54 ins. round the chest; and to him Lord Rhondda won't allow even so much extra as another sausage. Think of this human Olympus sitting down to carve five penn'orth of coupon into lunch, dinner, and supper. Probaby the ration experts think a large, hefty, round-about man like that ought to live on potatoes—and grow 'em.

Cruel Separation.

A South African reader, having volunteered for service with the S. A. Labour Contingent, brought his wife and family to Europe and left them at Penzance. He now finds himself back at Kimberley, discharged from the Army through ill-health; but for some unexplained reason his wife has been denied permission to rejoin him, although, as he insists, "every convoy of ships arriving at Cape Town has women and children on board." The husband, we may add, has a fine record of service dating back to the Boer War. Why such unfairness?

Leicester's Von M.P.

The Herr von M.P. now says neither side can win: "The only people who will win this war are the united democracies of Europe." All we will say about that for the moment is that the united democracy of Russia under the Herr von Macdonaldbacher's friends, Lenin and Trotsky, have made a ghastly mess of it. "We are fated," says the Russia cadet newspaper, *Sovryemennoe Slovo*, "to be only spectators of the drama taking place on the Western front, but spectators who are to a great extent guilty of what is taking place." Let Leicester's M.P. put that into his Germhun pipe and smoke it.

Skill Not in Demand.

A skilled electrician, with knowledge of seaplanes, discharged from R.N.A.S. when wounded in a fight in the air, has at length, after some months and many forms, received an offer of work from the Ministry of Labour. He can go as a farm labourer, 25s. weekly, and find his own food and cooking utensils. It is not a tempting offer to a skilled man with wife and family, is it?

Spoiling a Good Mind.

The Chairman of Cheshunt Tribunal, hearing the case of a married man, 40, a skilled stock filer in a small arms factory, was amazed to learn there were about fifteen single young men in the same shop. "And these young fellows are not skilled, but this man is!" cried the Chairman. "I feel very much like adjourning this case as a protest." He had a good mind, you see, but he spoiled it by dismissing the skilled, married man's appeal, while the young single men still luxuriate in exemption.

No Hoard.

Magisterial decisions are conflicting. For instance, in the case of Mrs. Ethel Leach, of Lowestoft Road, Gorleston, the accumulation of 37 lbs. of flour, 24 lbs. of pearl barley, and 52 lbs. of tinned fruit was held to constitute no infringement of the Regulations, and nine summonses in respect of these goodly stores were unconditionally dismissed by the Yarmouth Bench—the fact that Mrs. Leach was actually a member of the local Food Control Committee being, we presume, left wholly out of account.

"M.N.S., R. 41."

Our information is that this form—a notice giving discharged men, who have not served overseas, a month to find work of national importance—is being sent by the recruiting authorities to men discharged for tuberculosis. This has all the appearance of a veiled threat that if consumptive men do not make themselves still more unfit by undertaking strenuous labour, they will be called up for military service.

Contrasts.

Germhuns employed at the Partington Steel and Iron Company's works at Irlam are regaled with coffee every afternoon at 2.45, though their afternoon's work is at the most four hours. British workmen, engaged there in building coke ovens, cannot get even a drop of boiling water to brew their own tea and coffee, though their work is said to be five hours without a break. Our informant stigmatises this as —— rotten. No prize for the missing word.

Abolishing Milk.

An old fellow of 70, working a small-holding of 12 acres, has been ordered by Northampton Magistrates to put all his land under the plough, though he has used it as pasture for a number of milking cows. He also pays a fine of £2. to let smallholders know they must do the same as big farmers. Yet the judgment was quite wrong. Every occupant of land is required to cultivate a portion, but to compel a cowkeeper to abolish all his grass, all his cows, and all their milk, is a stupidity never intended by the law.

A Delicate Question.

A factory worker asks our advice in exceptional circumstances. At the factory where he was employed there were explosives, and one day the whole caboodle went *phut!* Fortunately no lives were lost. The hands were requested to send in claims for clothes destroyed, but, although this was done, no financial relief has eventuated. Perhaps the authorities think the men should be content to save their lives and lose their overalls.

Their Lady Guests.

The Commanding Officers of two vessels lying in a certain yard have on several occasions taken ladies on board, and on more than one occasion the ladies did not leave until next day. Knowing the class of people Germany employs as spies, there should be no possibility of such an occurrence, especially when we know that the ships indicated contained certain anti-submarine devices which it is highly important should be kept secret.

Condensed.

Nestlé's, the Swiss milk people, obtained an injunction and £100 damages against J. and A. Ferguson, Ltd., Union Street, Glasgow, on the complaint that they had altered the appearance of tins of Nestlé's Milk, and had sold them at 1s. 8d. per tin instead of 1s. 1½d. Ferguson's expressed their regret. If it be true that a member of the firm is also prominently connected with the Food Control Committee for Glasgow, we suggest he should retire from that position as gracefully and speedily as possible.

Candid Communications.

This page is devoted to Open Letters to Celebrities, Notorieties and occasionally Nonentities.

To the Right Hon. A. H. Illingworth, M.P., Postmaster-General.

DEAR P.M.G.,—I see that in an action against you at the Warminster County Court for the recovery of £2 sent by registered post to his boy at the Front, a father failed to obtain satisfaction, the Judge holding that "there was no official guarantee that such letter would be received." Don't you think it would be more honest to refuse the registration fees?

JOHN BULL.

To D. Gestetner, Esq., Director, Perivale Explosive Works, West Ealing.

DEAR SIR,—I understand that a number of your workmen have lately been dismissed, among them several discharged soldiers, with wives and families. You may be able to furnish me with excellent reasons for a procedure which upon general grounds appears regrettable, but I should be glad if at the same time you would give me an accurate return of the number of single men of military age in your employment who have not yet been called upon to face the music at the Front, as well as some explanation in regard to the grave matters which I recently discussed under the heading of "Peril at Perivale."

JOHN BULL.

To the Rector of Charlton, near Dover.

REVEREND SIR,—When little Gladys Stevens went to be confirmed the other day, you called her out from the sacred building and told her she could not be confirmed whilst wearing the veil she had on, as it was different from those provided by the parish. It was a modest veil enough, home made, and her father had seen her in it, and she wanted to wear it when accepted into membership of your Church because that father had been buried only on the previous Monday. The veil was not changed, and Gladys was not confirmed. Your action has been submitted to your Bishop, who is unable to say if it was legal. I *am* able to say it was unfeeling.

JOHN BULL.

To Charles G. Grey, Esq., Editor, "The Aeroplane."

DEAR SIR,—Some of the splendid fellows of the R.A.F., whom you so vulgarly traduce in your columns, are furious with you. And I am not surprised. "We have," you say, "a great deal too much limelight on our aviation," and you do your best to belittle their wonderful services. "If one has to go and make war one can imagine no more delightful way of doing it than by going out to be killed for a few hours a day, and spending the rest of the time in comfortable huts, replete with all the comforts of home, from tablecloths to Kirchner pictures." Do you know the average life of an airman at the Front? Why don't *you* go and make war in this "delightful way"; and spare us your pretty wit? There's still room for men of your age!

JOHN BULL.

To A. L. Chance, Esq., J.P., Chairman, Alcester Petty Sessions.

DEAR MR. CHANCE,—In the case of Alfred George Saunders for stealing eggs, I think you might well have imposed a lighter sentence than a month's hard labour. He is in uniform, and has been "gassed" in France. I am confirmed in this view when I notice that a farm labourer appearing before you on account of the theft of a fowl, was dismissed with a fine of £3, which was immediately paid by his employer. Evidently the punishment of larceny at the Alcester Petty Sessions is entirely a question of Chance.

JOHN BULL.

To the Right Hon. Sir Louis Botha, Prime Minister, South Africa.

DEAR GENERAL,—If I may be frank, I still think you are allowing far too much "ropo" to the traitor Hertzog and his rebel following, and I offer you the assurance that in any firmer steps which may be forced upon you, you will enjoy the unshaken support of British patriots the world over, whose only fear for your administration is lest a mistaken clemency precipitates disaster.

JOHN BULL.

To the President, Crown Packing Co., Prince Edward Island, Canada.

DEAR SIR,—You'll excuse me for saying that I am perturbed to find in a tin containing one of your "Full Cooked Dinners" a metal staple, fish-hook pointed—bearing in mind what happened in the case of the horse food exported here from the United States some time ago. Consequently, I ask you whether you nurture any Hun packers, 'wares or unawares.

JOHN BULL.

To Baron Von Bissing, Douglas, Isle of Man.

DEAR VON,—Why you should be pampered by the Home Office, Heaven only knows. You have been sent from London to your present salubrious abode and allowed to travel *en prince*. State rooms were provided on the boat for you and your family, and three carriages conveyed you all to one of the largest boarding-houses on the sea-front at Douglas. No armed guard was sent to escort you—as it should have been—and the pure air of Manx-land is now polluted by your presence. I wonder how you would have been treated by your brother, the murderer of Nurse Cavell, if you had been an Englishman in Brussels instead of a German in Douglas.

JOHN BULL.

To P. R. Longmore, Esq., Coroner, Hertford.

DEAR MR. CORONER,—Samuel Stanley Riley, being liable to fainting fits, was originally classed Grade 3. On re-examination he was passed A; and subjected to hard training—it is recorded that he had actually fainted on parade. Infliction passed into tragedy. One day his body was found "partially under water in a ditch at Turnford." I have no doubt you were right in suggesting to the jury, who returned a verdict of accidental death, that Riley "must have fainted while out walking." The disclosures, however, indicate that in some quarters care is still obviously not taken in classifying men for the Army—for which Riley was obviously quite useless.

JOHN BULL.

WHY KILL THE SMALL SHOPKEEPER?

WIPING OUT A BRAVE, STRUGGLING CLASS WITH A STROKE OF THE PEN.

By John Flint.

HAVE you heard of the Big Push? Oh, yes, I know. But that's not the one I mean. There is another Big Push going on in England which is almost as savage and insolent as the Big Push of the Hun. It is the Big Push of the Food Control Department against the small shopkeeper. With matchless skill (or else with unbelievable stupidity) the little shopkeepers of England are being pushed into the gutter. Are we to sit quietly by and see them choked in the mud? When we had the great epidemic of queues, the multiple shops and the other big shops were mainly concerned. They liked the queues. It was a good advertisement. And, anyhow, "with so many customers to serve and so few shop assistants left by the combing out," it was difficult to get through the business quickly. Quite so! We heard all that, and swallowed it, and what margarine we could get, with a grain of salt. We thanked heaven, anyhow, that there were plenty of small shops left where it was possible to get served quickly if only the Food Control Committees saw that they got their supplies.

A Monstrous Order.

That was the business of the local Food Committees, which they have scandalously neglected. Of course, it saves trouble to the pampered clerks in the employ of the Committees to have only big shops to deal with. There is more time to drink tea (with plenty of milk and sugar) of an afternoon in the company of pert flapper-clerks. So let us neglect the requirements of the small shops, and then accuse the small shopkeepers of not being efficient. That will do the trick quite nicely. Then we can issue a new Order, a monstrous Order, that any shop which does not take a great quantity of margarine or butter can no longer be supplied, and indicate a multiple shop or other big concern to which its customers must go. A large number of struggling tradesmen and tradeswomen will be ruined; no matter!

Robbed of Customers.

Undoubtedly, the wife of many a man fighting out in France, in the other Big Push, who has—brave woman!—been struggling along to keep the home till clicking until her man comes home, is to be robbed—yes, *robbed*—of her customers. "But only so far as margarine is concerned," say the Food Committees. Dear me! A small robbery is almost honest, then, my honest bureaucrats? But it isn't a small robbery. Where the customers *have* to get their margarine they will probably get their other provisions. And so these poor women will be ruined—ruined, my sleek officials—by your brutal stupidity. And when the man comes home he will find a shuttered shop and his wife in the Lump. Or it may be the case of a widow, such as the widow at Glossop Dale. Three years ago her husband was a prosperous butcher with the oldest established business in the district. Since then she has carried on with the help of an only son and an only daughter. At last the son was called up. The Tribunal would hear of no excuses; could not the widow carry on by herself? As a matter of fact, she has carried on—until now! And now? Well, now this same Tribunal, a Poo-Bah sort of body, which by moving across the stage becomes the local Food Committee of Glossop Dale, has decided that the widow shall *not* carry on any longer. She had been allotted so much weight of meat per week; she applied for an increase; and this, this calculated piece of impertinence, is the reply she received: In the interests of the public the widow is to make more effort to obtain the supply of meat she is authorised to purchase. And, unless she can obtain the full amount, the Committee will be "reluctantly compelled" (note the loathsome hypocrisy of the phrase!) to ask for the withdrawal of her permit and the transfer of her customers. Such are our officials! Such is the tender care with which they look after the loved ones of the boys who are fighting to save their precious skins. Equally stupid is this killing of the only shop in the little Sussex village of Mardens Hill. Customers will have to go farther afield for their supplies and waste the nation's time. No matter! A poor woman (who has been carrying on for years) will be ruined. Who cares? The supply will be "simplified."

The Backbone of the Nation.

Other complaints come from the North and the South that some of the Food Committees have ordered that small grocers shall have no supplies of butter or margarine unless they have 112 registered customers—that is, require a minimum of 28 lbs. a week. Why in the name of common-sense, you ask, cannot these small shopkeepers, who have handled registered sugar quite satisfactorily, handle registered margarine as well? Why is it that the small shopkeeper has been doomed to destruction? Apart from the gross injustice of the thing, and that it will actually make the distribution of food more difficult, we want to tell the Food Controller frankly that we do not relish the trade of the country getting into fewer and fewer hands, until in the end we are all supplied by one huge multiple concern. Nor will we have the little men and the little women ruined. They are the backbone of the nation. And at a time like this, when most of those small shops represent the future of so many of our fighting men, those little shops are a sacred trust. They *must* be kept going, Lord Rhondda—*must*, do you understand? The small shopkeeper-soldiers are not to come home bruised and broken to find they have been robbed of their all.

ET TU BUTE!

HOW A LANDLORD HELPS IN FOOD SHORTAGE.

What the Butes give the country with one hand they take away with the other, for the noble Marquis, the head of the family, and the owner of Cardiff, is doing his best to make himself disliked by his patriotic townsfolk. Last Christmas the Corporation took possession of some allotments at the Llandaff Weir. To enable manure and so on to be taken to the allotments, a bridge had to be erected over the mill leet. My lord marquis graciously gave permission, and consented actually to lower the water to assist the construction of the bridge. So far, so good! But then the wicked allotment holders had the temerity to put up sheds on their plots. Sheds, mark you! within an easy two miles of his high and mightiness's Castle. And my lord, in his walks abroad, looked upon the sheds and found them ugly. They did not go with the architecture of the Castle. They offended his dainty lordship's aesthetic taste. He decided that the sheds must come down. So he said—in politer terms, of course—that he'd be damned if he'd allow the bridge to be put up, and he'd be damned if he'd lower the water. Much to his disgust, the Cardiff Corporation have resolved to hold him to his word, and to proceed at once with the erection of the bridge. Brave Corporation! They will manage without the lowering of the water. But why should they? Why shouldn't they do the work in the most convenient way possible, and send the haughty Marquis to Hades? Let him be told that for the duration of the war, if not longer, he does *not* own Cardiff, but that Cardiff owns him, and is rather ashamed of its property. Nowadays, the State has the right to commandeer even the person of a citizen.

A CRUEL COURSE.

HARSH TREATMENT OF AN ARMY PENSIONER.

The Lewisham Furnishing Company, of High Street, Lewisham, may have very little to learn in the way of grab and greed, but on the human side their methods are open to severe criticism. Take the case of an ex-soldier living in Surrey, wounded and discharged from the Army with a small pension. At about the time when he joined the Colours this good fellow bought some furniture from the Lewisham Company, to be paid for at the rate of 2s. 6d. a week. After the payment of an initial deposit, the total liability remaining was £8 14s., and in December last £7 6s. 6d. of this had been paid—for a considerable portion of the time at irregular intervals—when, owing to the illness of his wife, the ex-soldier got into temporary difficulties. Here was a chance for the Lewisham firm to continue their forbearance, and to display their patriotic regard for a fellow-citizen, disabled in their country's cause—especially as they had been content to do so while the bulk of the money was outstanding. Unfortunately Messrs. Jacobs, of Lewisham—for that is the name of the partners—are not built that way. Instead, they delivered this harsh and callous ultimatum: "We are sending a man to remove the furniture, and same must be in readiness to be handed up on demand." The fact that the Lewisham furnishers were within their legal rights in adopting this course does not alter the other fact that no decent firm should have acted as they did. Fortunately, through the kindness of his employer, the ex-soldier was able to discharge his debt and retain his furniture, but the transaction is one from which Messrs. Jacobs, of Lewisham, emerge without credit.

POISONOUS MEAT.

LET OFF WITH FINE FOR MONSTROUS OFFENCE.

At a time when the health of the people is the strength behind the Army, when weakness at home means disaster abroad, a butcher convicted of having exposed for sale ten pieces of beef, one beef tongue, one beef heart, and one beef tail, which were unfit for the food of man—and how unfit!—escaped at Aldershot with the payment of a paltry fine. The man is James Alfred Swain, of Farnborough Road, Farnborough, butcher, and *sausage-maker*. Said the Chairman of the Bench: "This was one of the most serious cases that had ever been before the Court. Defendant did not seem to have taken the necessary trouble to examine if the meat was absolutely fit for food. He was approached, and the price was not even fixed until he had an opportunity of seeing what he was buying; and yet he came there and dared to tell them that this meat was fit for food. The whole history of the case went to show that the meat was there for the purpose of being turned into sausages with the greatest possible despatch." If it had been the case of a starving man stealing a loaf, prison would have been his fate. But James Alfred Swain, purveyor of poisoned meat, was fined £20 with £5 expenses and solicitors' fees. On a second summons he was fined £2. Presumably this artless Swain may continue to purvey meat and manufacture sausages at his own sweet will with no worse prospect before him, if detected of attempted poisoning, than the payment of a fine. For, mark you, he was convicted on a similar offence in 1912. The man is an old and brazen offender. The only thing to do with him now is to stop him selling his doubtful stuff. Lord Rhondda, please note!

A LONG-FELT WANT.

"This is the only peace you want, Ain'd it?" the Kaiser said.

"Not quite," the starving Hun replied, "I'd like a 'piece' of bread."

OUR SOULLESS BUREAUCRACY.

"THEY THAT DEVOUR WIDOWS' HOUSES."

Sarah Alexandra Brown is an old lady of 76 years. Her late husband died on Thursday, February 14th, at 11.30 p.m., at the age of 78. Mr. Brown was formerly a Yarmouth smack-owner, but lost all his money in the fishing industry thirty years ago, and in his old age retired with his wife to the Fishermen's Home at Great Yarmouth. There the old people lived for the past fourteen years. They have each been drawing an old age pension of 7s. 6d. a week. Of their two sons, one is serving in France, the other is a sailor. Of their three sons-in-law, one is a "Trinity" man, doing dangerous work as a sailor, the other two are soldiers. Four of their grandsons are in the Army, one is in the Navy, at sea. Here were two old people, then, who deserved every penny—ay! ten times the pennies—they got in pension money. Do the Pensions Officials think so? Apparently not, for mark what follows: The weekly pension is payable at the Post Office on a Friday. When the old lady, bowed down with her grief, applied on Saturday, February 16th, for the money for herself and her late husband, she was told that, as Mr. Brown had died on Thursday, *his* pension could not be paid. The widow was advised to apply to the Pensions Office. The old lady was too ill to do that; but a nurse went for her. There the pension was refused.

Can you imagine it? This very old and penniless woman (whose male relatives are all serving their country) is deprived of half her week's money at a moment when she needs it more than ever, because she is too straight and not cute enough to tell a very small lie—to say that her husband died after 8 o'clock on the Friday. Couldn't some official tell the lie for her? And is our precious bureaucracy so soulless that it can make no provision for such cases? Do the local officials know their bosses so well that they would not venture to refer the case to them? In that event, oh for a despot with a kind heart, who would pull out his own purse!

A MYSTERIOUS "LEAGUE."

QUEER METHODS OF A TRADING CONCERN.

Quaint and queer is the circular issued by the Home Products (Food) Development League, of 6, Minford Mansions, London, W., the patentees and purveyors of an edible grease which is claimed to be "as delicious as the finest Dairy Butter or Devonshire Cream." By means of ingenious Press notices the League has contrived to get a good deal of publicity for its schemes, the offer of "a free sample and recipe" of this "perfect Substitute for Butter" having appeared in certain newspapers. At closer grips the League is seen in its true colours—an application for a free sample usually resulting in a demand for 2s. 6d. to be first remitted by post. This amazing butter substitute, it is said, can be made by anyone, in accordance with the recipe, from ingredients which can be purchased locally and without restriction in any part of the British Isles, although "arrangements can be made for the Home Products (Food) Development League, 6, Minford Mansions, W. . . . to send weekly or monthly supplies." Inquiry reveals the interesting fact that this loftily styled "League," which obviously is just a trading concern, has not apparently been registered under the Business Names Act, while at the address given—small residential flats—the only trace of the enterprise appearing is the name of the Home Products Development League typewritten on a slip of paper over the bell. Even then our representative could obtain no answer to his call. In the Directory 6, Minford Mansions, London, W., is assigned to the West London Facsimile Typewriting Bureau (Mr. Bertram Curtze), and Mr. Bertram Curtze has a telephone number, Hammersmith 780, which is the same as that used by the Home Products Development League, although we are informed that the real proprietor of the concern is a Mr. Hincks. Anyone who is foolish enough to send money for the recipe will probably get into trouble with Lord Rhondda, as the ingredients—despite the "League's" statement to the contrary—are doubtless controlled by the Government.

"JOHN BULL" IN THE PULPIT.

AN OUTSPOKEN SITTTINGBOURNE CLERGYMAN.

Preaching at Holy Trinity Church, Sittingbourne, on Easter Day, the Vicar, the Rev. J. C. Eyre Kidson, commented on the anxio situation in France in free and unconvention language. He said:—

> I reminded you in the early weeks of the wa how, on a certain occasion, the Devil took ou Lord up into a high mountain and showed Him all the kingdoms of the world and the glory o them, and said, "All these will I give you i you will fall down and worship me." The temptation was not even momentary; our Lord at once replied, "Get thee hence, Satan, for thou shalt worship the Lord thy God and Him only shalt thou serve." Nineteen centuries after, the Devil made the same offer to another person, and this time it was accepted; and now the Kaiser, with the help of Satan, is out for the dominion of the world. Some months after I had said this the same thought struck the Editor of a famous weekly paper, and I brought that paper into the pulpit and read what the Editor had written. That paper was JOHN BULL. Some may no altogether approve of everything JOHN BUL says, but however that may be, I believe t during this war he has done more than . other journal to discourage strikes, cheer th British public, and wholeheartedly back our brave soldiers and sailors—and if he has done that it is easy to forgive the rest. I am still o opinion that we—the Editor of JOHN BULL and myself—were both right in saying that the offer refused by our Lord was accepted by the Kaiser

May the same downfall overtake the Kaiser as punished his forerunner!

A SMOTHERED SUMMONS.

NARROW ESCAPE OF AN IGNOBLE LORD.

We have reason to know that the name of Lord Sandys, of Ombersley Court, Worcestershire, appeared recently on the Charge Sheet at the Worcester Police Court, his Lordship being the defendant in proceedings sanctioned by the Board of Agriculture on account of the negligent use of his land. However, for some reason or other the noble lord was never brought to the bar; no one appeared to support the prosecution, and the Bench avoided all mention of the matter. "The state of the land," said a member of the Land Cultivation Committee, "was not only a wicked waste—it was a stumbling block to the work of the Committee. It was cast in their teeth by other farmers. Here was some of the finest land in the country being thrown into what one might describe as one of the best for coverts." It is understood that Lord Sandys owed his escape from the stigma of police court proceedings to his having agreed at the eleventh-hour to offer no objection to the taking over of his land by the Committee. But this is by no means a satisfactory explanation.

SAME OLD GAME!

PUBLICANS AND TOBACCONISTS AGAIN RAMPING.

As soon as ever the Chancellor of the Exchequer is on his legs with the revelation that it is his painful duty to increase the beer, spirit and baccy duty, all the wholesalers and retailers concerned not only shove on the extra tax but a handsome profit on the tax. Of course, the stocks on which the wholesale tobacconists, for instance, will make many hundreds of thousands of pounds of illicit profit will not have paid a penny in extra duty. These stocks have long been taken out of bond, warehoused, and are being husbanded in view of the Budget—hence, mainly, the recent difficulty would-be purchasers have experienced in satisfying their modest wants. While, of course, the retailers complain that they can't get supplies from their wholesalers, the reason of the complaint is that the retailers would also like to make a bit, while the reason for the withholding is that the wholesalers are determined that the bit shall be as little as possible. The Chancellor of the Exchequer undoubtedly has the means and opportunity of upsetting the backgammon board.

IT'S ALL

NO PANIC CALL UP—REPEAL THAT "CONCH

By THE

IF anything in connection with this ghastly tragedy could be the subject of amusement, I should really have been amused at the complaints which have reached me from all parts of the country that in my article last week I had, for the first time, sounded a pessimistic note. I a pessimist! I don't know the meaning of the word—although I *have* heard that a pessimist is "one who has lived with an optimist." But I a pessimist! Why, if I were standing on the scaffold, about to be hanged by the neck till I were dead, I should still be quite certain in my mind that the rope would break; and if it didn't—well, I should know nothing about it! All I meant last week was to warn my readers that it was quite within the bounds of possibility—as it still is—that the enemy, by virtue of superior forces, *might* get to Amiens—but there I left him, on the road to either Calais or Paris, and, in either case, in an Allied trap. Not much pessimism in that, surely! And now, as I write, after a few days' respite, he is at it again; and once more we must face the possibility—notwithstanding that Generalissimo Foch says: "I guarantee the safety of Amiens," and notwithstanding that Clemenceau says "the Germans will never reach the road either to the sea or to Paris."

would certainly be a rude shock if both these authorities—the military, and the other civilian, proved wrong; for whilst I am always prepared to make allowances for civilians who embark upon military prophecy, I look for correct views from Generals—to say nothing of Generalissimos! Wherefore, I regard with calm confidence this Second Offensive, and shall assume that by the time these lines are read, the enemy will have been definitely frustrated in his last desperate attempt to break through the Allied lines. In other words, I think it's all right. So let us have a look round at the general situation.

No Panic Measures.

While it is necessary that the nation should keep steady and view the situation with quiet assurance, it is just as essential that the Cabinet should not permit themselves to be "rattled." Whatever measures are required for maintaining the power and efficiency of the Army at the Front must be taken by the Government without a moment's delay But mere heroics and bustle will not improve matters, and it is only by taking such steps as are clearly and obviously necessary that Ministers can hope to carry the country with them. I am no advocate of panic measures—mere spectacular proposals will deceive no one. Just because we are "up" against it in the West would be no excuse for dislocating the whole industrial and commercial life of Great Britain. After all, we are fighting for something more than those lofty ideals which our statesmen express in such fine phrases, and it would be a poor return for the splendid sacrifices made during the last 3½ years if, when victory was won abroad, we were faced with ruin at home. Man-power is still the problem—that I readily admit, but I thought that our great and good Ally, America, was to redress the balance and in large part make up for the loss in fighting strength brought about by the base betrayal by Russia. And so I repeat, let the Cabinet keep its head, and, whatever proposals they decide to put into effective operation, let those proposals be sane, well-considered and viewed from every standpoint. Our rich and lusty-Cousins on the other side of the Atlantic are to put an immense force into the field. Already, if I am well informed—and I think I am—American troops are being brigaded with English fighting men. Every day the number from across the water grows. That 10,000,000—the total of the United States contribution, is not a small number—cannot be forgotten or overlooked, and at a time when we are celebrating the first anniversary of America's entrance into the war we have a right to expect that His Majesty's Government will carry through their man-power scheme only to the extent and degree warranted by the immediate situation in the main war area.

Our Colossal Contribution.

This country is, I believe, still ready to make any necessary sacrifice. Our sons in their millions have gone to the war. Thousands of homes have been plunged in sorrow, and countless families broken up, under the stern arbitrament of duty. Do not let us forget that Great Britain has made a colossal contribution to Armaggedon—in men, munitions and money. We have already poured out our blood, our energy and our treasure in a free and never ending stream. We shall continue to do so, with dogged willingness, until Germany is crushed and the power of the Hohenzollern debased before the world. But I repeat—provided the measures the Cabinet put forward can be justified on the highest grounds of national necessity, those measures will be cheerfully endorsed and eagerly acted upon. But I warn the Government that panic proposals will meet with a chilling reception. If the man of 48 or 50 can serve the State best in this time of crisis by casting aside his business and forgetting all domestic responsibilities, then he must be called upon to make further sacrifices. But he will not willingly renounce the claims and the calls upon him until he is convinced the necessity is overwhelmingly great, and that every fit young man, and particularly every unmarried man, has been combed out of the cushy jobs at home for service at the Front. I have before me now many letters from husbands and fathers pointing to the gross unfairness of allowing the young men to hide in departmental funk-holes and to skulk in so-called essential industries. And I must say that before married men, many of whom are grandfathers, are taken to fill the fighting gaps, the unmarried men, often without any greater responsibility than looking after their own creature comforts, must be enlisted. Of course, there is much the older men can do, and by their self-sacrifice they may be able to release young fellows who are physically fit for the supreme duty of war service. Provided the necessity can be proved, the country will submit to any further sacrifice that is demanded. *But it must be proved.*

The Case of Ireland.

And let me say quite frankly that there must be no more nonsense about Ireland. Oh! yes, I know the difficulties, and I do not under-estimate them; but you cannot justify calling up the men of England, Scotland and Wales of middle age while the lusty young men of Ireland are living on the fat of uncouponed towns, and drilling, not to fit themselves to fight the Hun, but to fight each other. I know the Irish—they are a wonderful and in many ways a most lovable people. They despise weakness and admire strength. And they despise this and past Governments because they have lacked the courage to call upon Ireland to play its part in this great destiny-struggle of the nations. There never was a finer fighting race than the Irish, and those splendid fellows from Ulster and the rest of the Green Isle who have gone to the war have covered the nation with glory. But it is computed that there are still nearly a quarter of a million of young men of military age in Ireland to-day—and I am not counting the craven Englishmen who have fled to the Land of the Shamrock to escape military service. Is it fair and reasonable—is there any meaning in "equality of sacrifice," so long as these young fellows dodge their duty? Although I am writing prior to the proposals of the Government being laid before Parliament, I say this quite sincerely—Ministers must play fair with the nation in this matter. To include Ireland in the new Man-Power Bill will inevitably provoke the opposition of the Nationalist leader, Mr. Devlin, the new uncrowned king—Dillon is a mere cypher. But the Government will have the people of Great Britain behind them in any measure which will make it obligatory for Ireland to assume its rightful place in the fight for civilisation. Across the Irish Channel there is still love for the khaki hero. Note the victory won the other day by Capt. Redmond in Waterford, and the triumph of the Nationalist over the Sinn Feiner in two other constituencies. These are happy signs. They mean that the idea that every man outside Ulster is a rebel has no foundation in fact; and they mean that once the Irish people were subject to the same laws as their English neighbours, thousands would be gained for the Colours. A Government that cannot govern, that lacks the courage of statesmanship and the strength of patriotism, is not fit for its position. And unless Mr. Lloyd George and his colleagues are deliberately intending to provoke trouble and dissatisfaction among the splendidly patriotic people of Great Britain, they must not only pretend to deal fairly with Ireland, but must show an earnest desire to include Irishmen within the effective

RIGHT!

CLAUSE—ANOTHER WORD WITH LABOUR.

EDITOR.

purview of the new Military Service Act. I have heard it suggested that while a concession to British sentiment might be made by including Ireland in the Man Power proposals, and while the House of Commons would vote down the opposition of Mr. Devlin and his friends, the Government would make no serious attempt to put the scheme into operation. Now this is no time for mere spectacular manœuvres; we want no political "camouflage." The Prime Minister would be making the greatest possible mistake in being a party to any such trickery. I think I know the British public as well as most men. I know their thoughts and hopes to-day. I know their sufferings and their sacrifices. They must be treated fairly; they will deeply resent anything like a humbugging scheme which, while it makes a further and far-reaching call on the manhood—and the middle-aged manhood—of this country, leaves Ireland for all effective military purposes still the happy land of the neutral, free from every one of those restrictions which press heavily if necessarily upon the homes of England, and able to pursue that path of uninterrupted prosperity which without the money and support of this country they could never enjoy.

The Tribunals.

Once more I do beg the Government, in offering such momentous proposals—which inevitably make fresh inroads into the social and industrial, the business and commercial life of this country—to be most careful to hold the scales of justice evenly, and not to put upon any one section or class of the community disproportionate burdens. And this brings me to the all-important question of the tribunals. I know the right of appeal for exemptions from military service has been in far too many instances grossly abused, and that to-day there are still thousands of young men in the country who, under the protection of these tribunals, are skulking and shirking while older men and men with business responsibilities which they have been forced to surrender at great sacrifice have been made to join the Army. But the tribunal right cannot now be taken away, nor should it be in any essential particular curtailed. If the youth of Great Britain have been given the privilege of laying their case for exemption before a properly-constituted authority, surely the middle-aged have a higher claim still to the fullest consideration and the fairest justice. Never let it be forgotten that every year's rise in the liability to military service cuts down deeper into the ordinary and the economic life of the nation. I am not objecting to the raising of the age. If it be necessary—if America's ten millions are not considered sufficient to meet any possible military situation, and Great Britain must again be bled of its manhood to maintain the fighting lines—so be it. But a panic move may prove a fatal move. The Prime Minister must carry the People with him in any and every proposal he makes. Mere demonstrations designed to create a popular diversion or to offer mere spectacular effect in view of the position in the West, will profit nothing. The whole situation, both at home and at the Front, must be honestly faced.

Repeal that "Conchy" Clause.

And at home we have to revise our attitude towards that strange and unlovely person, the Conscientious Objector. He is the creature of Parliament; he was born of the weakness of the Government which brought in the first Military Service Act, and he is a being peculiar to this country. Not one in a hundred of the men who to-day are having a comfortable time in a C.O. Camp, and are enjoying the security which our lads at the Front are fighting to maintain, is a genuine objector. They are cowards and skunks—men weak of knee and degenerate in spirit—who yet, under the ennobling influence of honest men and the energising force of discipline, would make decent soldiers. Let the Government even now take their courage in both hands and erase from the Military Service Act that debasing C.O. clause. It has made criminals, it has helped to create cowards—it has filled camps with lusty skulkers, and it has helped to add to the prison population of the country who have been tempted to fear and coddled into cowar How *can* we expect the manhood of Britain to respond cheerfulness to new calls to sacrifice while any man chooses to perjure his soul and prostitute religion sneak away into a well-stored funk-hole and live in ci safety while his neighbours are shouldering the rifle courting death? The history of the Conscientious Obj is a blot on the fair name of this country—it is the yellow and degrading streak that has shown against the crimson courage of the nation. No more popular more just step could be taken by the Government than the re of the C.O. clause.

Another Word with Labour.

And now another word with my Labour friends. I use phrase deliberately, because, God knows, I am sincere in my dc to be of some service to the workers of this country. Capital r be the sinews of industry, but Labour is the muscle—and ei without the other is impotent. My great desire is that, when days of peace return, this fundamental truth may be realised—that is why I so heartily welcome the proposed formation of a g British Commonwealth Union, representative of the two intere How essential Labour is in the war is well illustrated by a lette from a soldier at the Front—and I am sure it will go straight to the heart of every worker. This is what he says:—

> This Division is one of many that hurled itself at the Hun in the final effort to secure the freedom of humanity. It has been especially mentioned in Sir Douglas Haig's recent dispatch.
>
> This afternoon we were passing through a certain village. There we received the latest English papers. It seems that even now some of our Labour comrades are arguing with the Government. Even in all this fury we think about conditions at home. You comrades of ours have laboured so splendidly in the past. We know what awful hours of toil you have had. Your comrades here have fought the Boche through countless fights. All the while you sent the vital supplies. Through cold, heat, hunger, fatigue, gas, blood fire, and death the German "blood and iron" idea has so far been kept from becoming the ruling power in the world.
>
> Well, we are being forced back a little. Russia gave way. And the Hun hosts that they kept busy are being flung at us. Still we are not beaten.
>
> Are you, our Labour comrades at home, going to betray us? You never have done that.
>
> Cannot you stand by us to the end? Have your very sons, brother and pals died in vain? For God's sake give us your full, mi support. We know you have had fierce trials of all sorts. quite see that you cannot realise our extreme agonies. You your best to grasp them. But you live in houses. You sleep on b with sheets and real pillows. You are well paid—as an averag compared to a private soldier. You do not see—as we are seeing old men, women, children and babes trekking away from their homes, stumbling under heavy burdens, crying quietly as they go. You did not see a girl lying at the side of the road yesterda with a bullet though her head. You did not know that the Boche machine-guns fired on civilians across that road. It is therefore difficult for you to realise it all. But will you have it said, for the rest of your lives and through all history to come, that the Boche won because the British race refused the Army all the men that were required? No words can thank you for your past help. Why not stand together to the end? The worst together will be better than the best apart. For the sake of future freedom we implore you not to lose a day. It is the appeal of every man here to you at home. With you—under the strong guidance of the Great White Comrade—we can as surely outstay and overcome the tyrant. Then we can work together in the future for the progress of humanity.
>
> I am only an ordinary Englishman in this grand Army. I kno what I have written is what scores upon scores of my comrades say

Let every man take that letter to heart. The appeal comes direc from the soul of the soldier, and nothing I could say would in ar way strengthen it. I am at times almost persuaded that " will have been worth while if it should have brought a manent alliance between the hitherto opposing forc and Labour. And in fairness to Labour we must over this man-power question. On the whole, th done splendidly both at home and in the field; l to retain their goodwill, whilst at the same time to the heroes who are risking their lives that we r this is the least that can be expecte

IN THE BARBER'S CHAIR.

THE COAL CONTROLLER.

'ood mornin', sir. Wot can I 'ave the plea- ? . . . *A trim?* Very good, sir. But . must first arnswer a few necessary questions ore I can accept you as a client. . . *Wot I mean?* W'y, it means as everybody's in' rationed for everythink, I'm goin' to do bit of rationin' meself. I'm goin' to pick an' ose me 'eads an' faces before I subjecks me sors, brushes an' razors to wear an' tear. ong-'aired poets I barred altogether a fort- ht ago. Pacifists I only accepts w'en I I can perform a public service by tellin' orf w'ile they writhes under me 'ands, red to death of gittin' a cut if they resents remarks. But I never did get many pacifists re. They don't grow much 'air, as a clawss, masculine element bein' wantin'. Public ials I usually accepts, 'opin' to give 'em a d in season. . . . No, sir, not *verb. sap.* t means "a word to the wise." Now, sir, are a spring poet, a pacifist, a public official, or a sensible person? . . . Wot, *you're the Coal Controller?* 'Ere, sit down. Did you say a trim? . . . Right-o. I shall be able to call meself a sorter coal-trimmer arfter this. I'm glad you've called. I wanted a word or two with you. You're responsible for this bloomin' curfew bizniss, ain't cher? . . . Oh, I know the Board o' Trade issued the Order, but you suggested this blinkin' return to the Dark Ages, did'n' cher? . . Ah, I thort so. Very well, then. Wot I wanter know is w'y is London an' the South made the vile corpse for all these bloomin' experiments? First it was meat cards. Pore Londoners an' people livin' in the 'Ome Counties was suddenly cut down to a faint trace of butter or margerine and a vague suspicion of meat, w'ile people livin' jest over the county bound'ries could go on livin' on the fat. Now comes the bloomin' curfew. Let's see 'ow London an' the South takes it, you say. Let's try it on the dorg again. Try it on a few curs, so to speak—Curfew. See? London, an' Surrey an' Kent an' so on. Meantime, other parts of England, Scotland, an' Ireland are barskin' in the blindin' rays of gas, fluence, an' kerosine to their 'earts' content! Dirty, I calls it. Let's orl share alike. Wot erbout the principle of equal sacrifice? 'Ere am I, a pore barber in London town, the premier city of the Empire, dussent show a light in me shop front, w'ile some dirty German face-scraper an' 'air-tearer in Manchester is allowed to. . . Eh? *The curfew an' window regulations apply to the whole of Great Britain?* Oh, they *do*, do they? 'Ow was I to know thet? I'll swear there's a trick in it somew'eres. *Somethink's* goin' to be tried on London an' the South to see 'ow it goes, or I'm a n'Un. . . . Ah, *rationin' of light!* There you are! An' w'y? Ever since the Zep raids we've bin kep' dark enough, w'ile towns in the Midlands an' the North 'ave blazed like 'ell. We've saved more coal down 'ere than wot they 'ave, an' yet you're goin' to make us save more an' more, w'ile them up there can burn the same! It ain't just. Tell your pals in the Guv'mint to try their next experiment on the North, will yer? We down 'ere in London an' the South are a bit tired of playin' Pioneers, O Pioneers, as some Yankee poet put it. . . . There you are, sir. You've 'ad your trim an' I've 'ad my say. . . . Thanks. Much erbliged, I'm shore. Good-day! . . . Curse thet Spring poet fur puttin' rhymes in me 'ead! . . .

PRINTER'S PIE.

(Half-a-crown is paid to the sender of every item published under this heading. Envelopes must be marked "Pie.")

"MEAT TRADES JOURNAL" (advertisement):—
"Butchers.—Father and son would SLAUGHTER ANYTHING, 10 miles radius; large or small quantities."

"DAILY SKETCH":—
"Our airmen in the BLUE SUMMER are doing magnificent service."

"SUNDAY CHRONICLE":—
"Unescorted ships and convoys sailing line ahead are spotted during the day and FOLLOWED either FAR AHEAD or far astern till nightfall."

"LONDONDERRY SENTINEL" (advertisement):—
"Absolutely Life-like Sets of Teeth from 1½s. Repairs WHILE YOU WAIT. NO WAITING."

"NATIONAL NEWS":—
"This is the third successive year that we have had SUMMER, but this year IT WILL BE OF LONGER DURATION."

"PALL MALL GAZETTE":—
"In any case, however, it is not likely, says the Central News, that the LAST trains will be TAKEN OFF."

"DEAN FOREST GUARDIAN":—
"If during the past week there have been a few cases of UNSELFISH conduct, we earnestly TRUST THEY WILL IN NO INSTANCES BE REPEATED."

"SMALLHOLDER":—
"This idea is quite contrary to the old notion that MANURES should be GROWN on mounds. These PLANTS love wet. . . . By the END OF MAY or the BEGINNING OF APRIL your marrow will be ready to plant out."

"POST SUNDAY SPECIAL":—
"If he does NOT contemplate any active naval campaign, he (the enemy), and he alone, knows the moment WHEN IT SHALL BE COMMENCED."

"KIDDERMINSTER TIMES":—
"Mr. —— suggested a case where a pig had to be KILLED TO SAVE ITS LIFE."

NATIONAL HAIR-GROWING EXPERIMENT

How to Rid Yourself of Falling Hair and Dandruff, and Secure a Magnificent Growth of Beautiful Abundant Hair.

1,000,000 Four-Fold "Harlene Hair-Drill" Outfits Free to Readers To-Day.

REMARKABLE interest has been aroused in a wonderful and delightful plan of home hair-growing experiments, which every man and woman who takes a pride in his or her appearance and desires to possess a wealth of abundant hair should learn about.

This plan consists o an interesting series of pleasant hair-beauty exercises, in which all the necessary materials are supplied free of charge, and certainly every man or woman, whether their hair be perfectly healthy or whether they are suffering from some form of hair trouble, will delight to participate in.

The Inventor-Discoverer of "Harlene-Hair-Drill" is responsible for this great Experimental Hair-Growing Campaign, and in making this announcement he says:—

MILLIONS PRACTISE "HAIR-DRILL."

"There are millions of people the world over who now practise 'Harlene Hair-Drill,' but I shall not remain content until every one has proved for themselves how easy it is to cultivate beautiful hair. Therefore, in introducing this new campaign, I have decided once more to offer a million 'Harlene Hair-Drill' Outfits free, so that all may prove to their own satisfaction no matter what the present condition hair may be, they can grow healthy air at any age."

FOUR-FOLD GIFT.

al Bottle of "Harlene" for ven erful hair-tonic stimulant and npels a magnificent growth of hair. et of "Cremex" Shampoo Powder -cleanser in the world, which pre- Hair-Drill.

'Uzon" Brilliantine, which gives a final touch of beauty to the hair, and is especially beneficial to those whose hair is inclined to be "dry."

1. Enjoy a luxurious shampoo with the free supply of "Cremex" Powder in accordance with the instructions you will receive in the Free Gift Parcel. "Cremex" Shampoo is delightfully refreshing, invigorating, and healthful.

2. Sprinkle the hair with the refreshing and revivifying Hair-Growing "Harlene," gently massaging the roots of the hair, as fully explained in the "Harlene Hair-Drill" Manual, which also accompanies the Outfit.

3. Should you wish to secure an additional touch of elegance and brightness to your hair, apply a drop or two of the "Uzon" Brilliantine, a sample of which is also included in the Hair-Health Outfit.

4. A free Manual explaining exactly how to carry out the "Harlene" Hair-Drill."

No matter whether you are suffering from total or partial baldness, thin, straggling, or weak hair, falling or splitting hair, over-greasiness of the scalp, scurf, or dandruff, unruly, wiry hair, you will find "Harlene Hair-Drill" will awaken your hair to new life, and will bring back all its natural health and abundance.

HARLENE FOR MEN ALSO.

Men, too, find "Harlene" prevents Scalp Irritation, Dandruff, and a tendency to Baldness. It is no exaggeration to say that millions of men and women in all walks of life practise refreshing and beneficial "Hair-Drill" daily, and so preserve hair-health and fine condition.

You can obtain further supplies from your chemist; "Harlene" at 1s. 1½d., 2s. 9d., and 4s. 9d. per bottle (in solidified form for soldiers, sailors, travellers, etc., in tins at 2s. 9d., with full directions as to use); "Cremex" Shampoo Powders at 1s. 1½d. per box of seven shampoos (single packets 2d. each); "Uzon" Brilliantine at 1s. 1½d. and 2s. 9d. per bottle. If you have any difficulty, any or all of these preparations will be sent post free on receipt of price direct from Edwards' Harlene, Ltd., 20, 22, 24, and 26, Lamb's Conduit Street, W.C.1. Carriage extra on foreign orders. Cheques and P.O.'s should be crossed.

FREE HAIR-DRILL COUPON

Cut out and post to EDWARDS' HARLENE, LTD., 20, 22, 24 and 26, Lamb's Conduit Street, London, W.C.1.

Dear Sirs,—Please send me your Free "Harlene" Fourfold Hair-Growing Outfit as described. I enclose 4d. in stamps for postage and packing to my address.

NOTE TO READER.

Write your FULL name and address clearly on a plain piece of paper, pin this coupon to it, and post as directed above. (Mark envelope "Sample Dept.")

"John Bull" 13-4-18.

"TOMMY AND JACK."

OUR PLEDGE: "No case of hardship or injustice, no instance of beggarly treatment or mean cheeseparing, shall go unchallenged and unremedied."—*Horatio Bottomley*, 19th August, 1916.

"TOMMY."

Warrants for Women:—Mechanic drivers of the Women's Legion consider that they should be entitled to half-fare travelling warrants, and we agree with them.

Comb Them Out:—Real soldiers in India suggest that, if we want men, the Indian Defence Forces might be combed out with great advantage.

In France, Too!—Soldiers at the Base Camps in France tell us that, though our own and the Allied troops have to rub along on much simpler fare, glorious gorges are supplied to the German prisoners. We always thought our cross-Channel friends did better than this!

A Brutal Sentence:—Driving at night in France, through gas clouds and falling shells, an artilleryman had the misfortune to have his animals entangled, the leg of one of them being slightly galled. His sentence was eight days' C. B., and no advance of pay for a month. We shall put this case of injustice in the proper hands.

Increasing Their Worries:—Patients in the Stoke War Hospital and in the Welsh War Hospital at Whitchurch tell us that cripples and amputation cases are sent to the top wards, while comrades who are fit to walk are accommodated below. Owing to the prospect of air-raids, this means unnecessary danger to the poor fellows who use crutches.

Unfair to the Leave Men:—We continue to receive complaints from men who, while returning from leave, fail to make train connection, arrive in camp late, and are more or less severely punished. Thank goodness, all officers are not the same—but there are some brutes who refuse to take the trouble to satisfy themselves that the "crime" is caused by train alterations and the dislocation of traffic.

An Answer Wanted:—We have a letter from the Cadets' School, R.F.A., at St. John's Wood, telling us that the youngsters recently subscribed £70 for the widow of a comrade who was killed by an air-raid. The Commandant appears to have considered the sum too much, and cut it down by about 70 per cent., returning the difference to the sympathetic donors. Why?

Rate of Exchange:—When will the Government establish a department for exchanging at full rate Colonial money brought here by our overseas forces? At present the men are losing much owing to the rate of discount demanded.

In Reply to Yours:—Owing to the Big Push and the necessity for making camp room for the men we are about to call up, it has been found necessary to transfer our Reserve Battalion youngsters to the bases in France to complete their training. We trust numerous correspondents will regard this as a reply to their communications on the subject.

For Comparison:—A recent court-martial at Ripon gave a man 56 days' detention for being in possession of stolen rations. A sergeant, tried by the same court-martial, and found guilty of a similar charge, was merely sentenced to take rank and precedence as if his appointment bore the date of 15th September, 1916. Court-martial "Justice"!

Hungry Recruits:—It frequently happens that batches of recruits sent from Whitehall to Hounslow are left without food for more than a day. A recent lot had nothing to eat from Monday morning until Tuesday evening. Who is to blame?

Up Against Us!:—We are told that JOHN BULL has been officially banned in No. 7 Convalescent Camp on Perham Downs. We don't wonder at it, in view of the allegations we have received concerning the officer who gave the order. Trying to smother JOHN BULL is not his only *faux pas*.

"JACK."

Against the Law:—Will the Skipper of H.M.T. *Tregarth* let us know if it is a fact that he sometimes has to go to sea short-handed, and if so, why? Also did a Board of Trade official on one occasion order the ship out with a short crew?

Somewhat Unfair:—Sailors of the Mercantile Marine Reserve are under Admiralty law so far as discipline and punishment are concerned, but when it comes to a matter of pensions and compensation they are told that they are only ordinary merchant sailors. The point was recently put to Mr. Hodge, who, we are sorry to say, felt that he was bound by the red-tape regulations.

Another Point:—Officers of our merchant vessels employed by the Government seem to be very shabbily treated regarding pay. We know of cases in which mates are given only about the same pay as the trimmers who look after the coal below, and yet on some shore jobs we are throwing money away with both hands to worthless so-called "officials," who do not risk their skins!

This Wants Altering:—The bluejackets of our big ships have a daily allowance of eight ounces of meat, one pound of potatoes, eight ounces of bread, with sugar, tea, milk, etc.; also a victualling allowance of 7½d. a day. The men of the submarines are given an allowance of only 1s. 1d. a day, and have to buy their own food. We should like to see this altered, in view of present prices.

Prisoners of War:—One of our destroyers recently lay alongside at Liverpool for eight days, waiting to do escort duty, and the crew were given leave ashore only once during that period, and then for merely a few hours. Jack is not a grumbler, but he had good cause for a grouse here.

"THE SILVER BADGERS."

Declined With Thanks:—In spite of daylight saving there are still only seven days in a week, and it would need at least forty in which to fulfil the many speaking engagements which enthusiastic bodies of discharged men would thrust upon us. For the present, we must decline all such invitations and confine our energies to the Editorial chair.

A Human Squeezed Orange:—There is a man in Seaforth, discharged with shell shock and shattered nerves, who recently completely broke down and applied for an increase in his pension. He was visited by a civilian doctor, who brutally told him that there was nothing wrong with him, and that work should be his cure. We regret that the medico is out of reach of our boot.

A Collapsed Scheme.—Is all well in connection with the Lord Roberts' Workshops? We hear from several of the men that the shoes, which are scattered all over the country, are too large for the number employed in them, and are driven to the conclusion that the scheme is either too ambitious for the organisation, or is too great a strain upon the ability and energy directing it. It seems a very great pity.

Our Crippled Heroes:—Many of our men, discharged to civil life from hospital, break down again and require further medical treatment. Owing to the tremendous strain upon the accommodation of our military hospitals, they cannot be taken in there—so we would urge Mr. Hodge to avail himself of the offer made to him some time ago by the authorities, who asked him to introduce special hospitals for such cases, full Treasury support being promised. The victims may take it from us that their plight is directly due to the Pensions Minister's refusal.

"'Tommy' This and 'Tommy' That":—We intend to keep an eye upon the un-British profiteers who, when they have employment to offer, turn our discharged Tommies down with scorn. We may find it necessary to introduce a pillory to deal with such skunks.

A Hint for the Crown:—Now that our Government departments are to be combed out, we are determined to do everything in our power to see to it that, as far as possible, the vacancies created will be filled by the men who have fought, and more than earned any remunerative jobs the State has on its lists.

The Jerusalem Express:—The Brighton Railway is crowded, mainly with rich foreign funks. The other day a one-legged Badger waited for several hours for third-class accommodation, and ultimately an officer invited him into a first-class compartment. The ticket inspector demanded the excess fare—otherwise ordering the maimed man to clear out. The hero manfully refused to exchange tickets with the officer, and in the end accepted a seat offered by another Tommy in khaki. It is about time that railway officials were instructed to give our heroes "most favoured nation" treatment when the trains are crowded by rich, oily, and funky aliens.

"THE GREATEST OF THESE—"

(Registered under the Act of 1916 as "The John Bull War Sufferers' Fund.")

This fund affords immediate relief to the dependents of soldiers and sailors stranded for want of money. Every farthing subscribed goes to some deserving person—we gladly defray all expenses.

Among the numerous cases we assisted during the week were the following:—

Pressed for Rent:—The mother and father of six small children are both under the doctor's care. When they wrote us, the landlord was worrying for a month's rent overdue, and the poor couple were at their wits' end, scarcely being able to provide for the children's needs, apart from other expenses.

A Deserving Case:—A sad mother told us she had seven sons voluntarily serving—three had fallen and one was invalided out. She has an invalid daughter at home claiming her care, and little debts have accumulated which could not be settled out of her small income.

Jack's Widow:—She is in delicate health, and unable to pay for treatment out of her pension, as she has four small children who are in need of boots and clothing. When restored to health she will be able to make good. In the meantime our assistance was very comforting.

Another Sailor's Dependent:—The mother of a family of five—the eldest serving in the Royal Navy—is in difficulties through the illness of her husband. Very little money is coming in weekly, and the younger children were in need of necessities.

A Critical Time:—A worried mother appealed to us on behalf of her little girl, who is down with measles and bronchitis. A fire has to be kept going day and night, and in addition to this extra expense the doctor's bill was awaiting payment.

A Stricken Tommy:—Summoned to the deathbed of his child, with travelling warrant, but no cash, as he was not in credit with his regiment, a Tommy appealed to us, with the usual prompt result.

Further Cases:—Soldier required money to travel to look after children who were being ill-treated.

Child nearly blind; mother incapacitated for work and consequently could not pay bills.

Discharged soldier, unfit, and wife also unable to work, owing to chronic ill-health.

Widow of soldier, with five children, two of whom are in need of special treatment.

Daughter, who had been supporting her mother, now laid up in hospital. Old lady in need.

Discharged, still recuperating; meanwhile, not enough money to keep wife and children.

Discharged ex-Sergt., suffering from chronic rheumatism, which prevents full week's work.

SUBSCRIPTIONS.

"Spokey's Bet," 1s.; J. D. D., 10s.; "Family Mann," 10s.; K. J. B. (Hove), 10s.; J. M. (Peckham Rye), 1s. 6d.; "Jack on Leave," 2s.; F. J. (B.E.F.), 1s. 8d.; Ceylon Planters' One Day's Pay Fund £5; "A Grateful Competitor," 5s.; J. A. (Hackney), 9d.; "Poethlyn," £1; A. F. O. D., 5s.; C. C. (Hanley), 1s.; A. I. (Thetford), 1s. 6d.; W., £1; "A 4 Boy," 1s.; F. C. (Dorset), 2s.; "A Friend," 5s.; "An Enquirer," £2; "Poor Grimbarian," 5s.; L. W. (Leytonstone), 5s.; J. B. (Tulse Hill), 2s.; A. G., 6d.; C. B., 6d.; A. H. (Hawtry), 6d.; S. H. (Woking), 1s. 6d.; F. G., 6d.; "Anon," 12s.; M. H. (Leyton), 3s. 6d. and parcel; C. B. (Alberta), 10s.; W. F. S. (Snaith), 5s.; E. B., 1s.; "Mother and Daughter," 5s.; L. B. 2s. 6d.; Mrs. F. S. B. (Pretoria), 5s.; "A Competitor" (Tottenham), 2s. 6d.; J. S. B. (Sheffield), 5s.; Mrs. W. B., 1s. 1d.; W. J. D., 3s.; R. R. (Weybridge), £1; "Mother of Two Tommies" (Hereford), 2s.; J. M. C. (Sunderland), 6d.; H. B. (Southport), 1s. 6d.; Mrs. A. H. (Manchester), 2s.; "Salisbury," 10s.; "Old Veteran, 24th P.O. Rides," 1s.; J. D. B. F., 1s.; Mrs. J. B. T. (Gillingham), 12s.; "S. Ealing Reader," 6d.; F. H. (Colchester), 6d.; C. N. L., £1; S/Sgt. W. A. P., 6s. 8d.; A. S. (Glasgow), 1s.; C. E. B. (Edinburgh), 10s.; "Shaykyt," £2; "Canadian Petty Officer," 2 dollars; E. N. (Birmingham), 10s.; "Old Salt," 5s.; "Three Girl Readers," 5s.; F. McN. (Belfast), 2s. 6d., "Stonnall," 8s.; A. J. P. (Portsmouth), 3s.; Senior Cooks of Hammersmith Trade School, 2s. 6d.; "Kat's Eye," parcel; "A Sailor's Widow," 2s. 6d.; "Taxi Driver 5272," 1s.; "Canadian Soldier in France," 5 francs; "A Lenten Sacrifice," 6s.; F. T., 1s.; "Mary" (Ripon), 2s. 6d.; "Only a Soldier," 10s.; L. M. (Wimbledon), £1; A. S. B. (Edinburgh), £1; Mrs. M. E. W., 5s.; "In Memory of Bruce," 2s. 6d.; T. W. McR. (Aberfeldy), 5s.; M. F., 2s. 6d.; S. R. (Harrogate), 2s.; E. S. (Hamilton), 5s.; "Thankoffering," £1; A. L. (S. Shields), 5s.; Claims Dept., V.F.C., Croydon (per F. B. T.), 18s.; A. T. S. (Mortlake), 5s.; P. H. F. (Camberwell), £2; "Mother of Eight," 6d.; "Soldier's Mother" (Bath), 5s.; L. S. (Saltwick), 10s.; "Ainey," 2s. 6d.; "A Birkenhead Mother," 1s. 6d.; G. M. C. (Bath), 10s.; "Ivy Mary," 3s.; "Welshwoman," 10s.; "A Few Officers at St. Margaret's Hope," 10s. 6d.; "Matilda" (Londonderry), 5s.; "Gran," 2s.; T. E., 6d.; Pte. G. H., 1s.;"

FOOD CONTROL CURES INDIGESTION.

58 DOCTORS' OPINIONS GIVEN IN FREE BOOK.

If you suffer from Indigestion or Dyspepsia you should send to-day for the free book just published on the common-sense management of the Stomach. It is full of valuable information for the dyspeptic, and gives the opinion of 58 Eminent Doctors on the value of Lactopeptine as a quick and easy home cure for all disorders of the digestive organs.

NO DRUGGING.

Dyspepsia and Indigestion were formerly treated by medicines acting on the Stomach; now doctors prescribe the new food controller, Lactopeptine. Without Drugging the system, this wonderful scientific combination controls the food and digests it, giving the stomach rest and allowing the natural functions to recuperate and restore them to a healthy, active condition. It cures by removing the cause.

PROFESSOR VANDELL says it is "one of the certainties" in medicine.

The following are some of the disorders which can be immediately relieved and cured by following the advice given in the free book:

Indigestion Dyspepsia Wind
Nausea Diarrhœa Heartburn
Eructations and Constipation.

Dr. Braithwaite says: "A glance at the formula (given in the book) will convince even the most sceptical of the valuable results which must ensue through following this advice."

Write for the free book to-day. Just try and realise what it will mean to you. No more fullness after food—no more wind, spasms, or heartburn. Send no money—the book is free to you. Simply send name and address to the publishers—Lactopeptine Laboratory (Dept. 5 L), 46-47, Holborn Viaduct, London, E.C. Do it to-day, or you may be disappointed. Owing to Government regulations, the supply is limited.

TOMMY'S BLOOD-DRINKING ENEMY.

How to Ensure Victory Over Body Vermin, Mosquitoes, Sand-Flies, etc.

Tommy cheerfully and courageously faces his human enemies, but there are other enemies that drink his blood. The conditions of active service mean all too infrequent bathing and change of clothing, with verminous dug-outs and sleeping quarters.

Restful sleep is an impossibility when fleas, bugs and lice entrench themselves in the clothing.

One Medical Aid Major writes in unqualified praise of PARASITOX: "But for your most excellent preparation I do not know what I should have done. . . . . They (the vermin) turn one's so-called sleeping quarters into a perfect hell."

PARASITOX is a simply wonderful antidote to body vermin, mosquitoes and flies. It kills and repels them. Rubbed on the skin and in the inner seams of the clothing, no flea, bug, louse, mosquito or fly will come near one. In handy stick form, it costs only 1/-.

In hot climates PARASITOX is working wonders against not only the attentions of body vermin, but the malaria-infected mosquitoes and sand and other flies and insects.

ON SALE AT ALL CANTEENS, 1/-

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THE SOLDIER'S FRIEND PARA-SI-TOX

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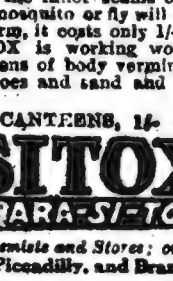

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[The EDITOR replies to, and chats with, some of his numerous correspondents.]

CORRESPONDENTS ARE REQUESTED NOT TO SEND ORIGINAL CERTIFICATES, TESTIMONIALS ETC., *as they are liable to be mislaid. Copies only should be forwarded in the first instance.*

LETTERS *must be addressed to the Editor or Publishers, 93, Long Acre, W.C. 2, according to whether they relate to Editorial or Publishing matters.* FINANCIAL, INSURANCE, LEGAL and SPORTING *inquiries should be addressed to the Financial, Insurance, Legal or Sporting Editor, and, except in the case of the last named, must each be accompanied by a postal order for one shilling. Full names and addresses should be given.*

R. N. (N.S.W.).—Glad to learn that your local paper, the *Chronicle*, has such a good opinion of us. Assure the Editor that we have no fear about "retaining our freedom."

F. R. (Brighton).—So *you* are the Fred Ramsdale who is singing that song about us being "always in the know"? Shake!

J. E. S. (Ipswich).—You say there are only two Parties to-day—Loyalists and Rebels. In our estimation there is only one, the Loyalists. The rest, being the off-scourings and scum of the nation, do not merit the name of a Party.

"SILVER BADGE" (Glasgow) says that our journal "comes as a silver lining to these awful dark days." Very nice of him.

"TO A CINDER" (Middlesbro').—"Carry on, John, and cheerio!" Put your twopence on us.

S. G. B. (Billericay).—Glad you liked our paragraph—which, as you may be interested to know, was written with one hand.

R. W. R. (Sandwich).—Thanks for jam sample, which, if you had given your address, we would have acknowledged by post. Our tasting expert is now convalescent.

"SCEPTICAL" (North London).—"Things look black." Have known 'em look blue before to-day; they may look rosy before to-morrow.

C. H. (Manchester).—"I am coming to London to see where your paper is published." The other important building is Westminster Abbey.

A. M. H. T. (Mesopotamia).—Thanks for "little token of admiration." You say "Cheer up the old folks at home; we'll do the rest." We have staked our meat card on that.

PHILLIS K. (Portsmouth).—"Could you enlighten me what the Army is fighting for?" For Phyllis K.

C. H. C. (Salford).—Glad you have noticed our "hatred of Germany." It *was* our idea to make it prominent.

W. F. (West Hendon, N.W.).—The legitimisation of "love children" by the subsequent marriage of their parents is a measure of simple justice which we hope soon to see translated into law.

A. H. G. (Royal Engineers).—Count Zeppelin died on March 8th, 1917. We have heard of no complaint.

T. (Beaconsfield).—"Hope on, hope ever." All the world isn't the Devil's parish yet.

N. M. A. (Bayswater).—"The hearts of all right-thinking Indians will go out to you in gratitude, admiration, and due respect." An unexpected tribute from an Indian student!

"CADET W. J. AND BUGLERS."—Do we think "All Clear" buglers entitled to a badge? You are true British lads, and we think you deserve a badge when we can spare the metal.

MRS. E. C. (Guildford).—The charges for tinned herrings look fishy. Get another grocer. Or try sprats.

F. R. S. (Bedford).—Hard cheese—at least it would be if you could get any.

"DYSPEPS" (Harringay).—Government experts say the war bread is lovely. So don't cuss; you may fare worse.

G. E. B. (West Hampstead, N.W.).—Can't quite catch your drift, but believe you mean well. Good luck to you, anyway.

W. J. O. (Eccles Road, S.W.).—If we had the space, we would willingly publish your Insurance Act grievance. As it is, we can only bedew your letter with sympathetic tears.

"NEMO" (Reading).—That Food Office encumbrance who refused coupons to a soldier on leave because he hadn't his Army boots on, was asking for the kind of trouble that the boots in question are well suited to inflict.

A. P. (St. Leonards-on-Sea).—If we were to print all the fugitive war poetry that is sent to us, we ourselves would soon be a fugitive from the wrath of our readers.

A. L. (Shorrington).—"Doubling the price of your journal won't stop me taking it." There's a determined fellow for you!

I. E. (West Kensington) and OTHERS.—Our recent article "Troops that Pass in the Night" related mainly to the shortness of food experienced by men returning to the Front, who, by the time of arrival in London, had almost invariably expended all their money and were consequently unable to purchase refreshments even at Y.M.C.A. prices.

T. G. W. (Newington).—Convey our thanks to the Rector of St. Mary's for compliments in Parish Magazine.

MISS A. M. (Queen's Park).—"I think the doctors will support me in saying brain-workers require more meat than manual workers." More fish, perhaps. Think of all the lovely thoughts a poet can sustain on one fine fresh herring.

C. A. O. (Nuneaton).—Like dozens of other trusting souls you have been diddled by the Premium Watch Co., Ltd., of South Lambeth Road, S.W. Try the effect of a summons.

G. F. (Farnham) complains that British wives of Australian soldiers have no allowance or pension from the Australian Government. Too bad!

A. C. (Sheffield).—Regret we cannot quite grasp your purport, although your shrewd hints of a food shortage have a familiar ring.

"ONE WHO KNOWS."—"If you can sing a comic song, play football or an instrument, you are safe at some of the Tractor Depots, even when young, single, and A1." Comic singers, please note.

A. G. (Monmouthshire Regiment) reports that near the dead body of a comrade of the York and Lancaster Regiment, to which he accorded decent burial, he found the photo of a little girl with the marks "Backs, 34, King Street, No. 546." Does anyone recognise the clue?

"OLD ANN" (No Address).—The pension is personal. People are not supposed to "keep" anybody except themselves out of it.

J. A. (Winsford).—The Colonel Cody who "took part in the fly" from London to Manchester is not "the Colonel Cody that was Buffalo Bill." But Bill had a fly way with him also.

J. L. N. (Ladbroke Grove, W.).—Afraid we cannot get up any enthusiasm for further Lighting Restrictions. Why are you so fond of the dark?

"TAR CLIMAS" (Southampton).—"Would not tar on the roads in France greatly hinder the enemy's progress?" Sprinkled ice might give him cold feet.

"VERITAS" (Pollokshields).—In our view, you would not have been "forgetting you were a lady" if you had given the disloyal parson a bit of your vigorous mind.

W. R. (Paisley).—We note your story about the lady who was "several times over a millionaire." Hope she wasn't dropping bombs on him.

LANCE-CORPL. S. A. E. (Bradford-on-Avon) and others.—The "daylight saving" proposal now embodied in the Summer Time Act was originally formulated by the late Mr. William Willett, the London builder, adopted by Parliament in the spring of 1916, and put into legal operation on May 21st of that year.

"AN ENGLISHWOMAN" (Victoria, Australia).—Anzacs at the front would be the first to deny Archbishop Mannix's ridiculous and mischief-making statement that one Australian is equal to two or three English soldiers. Moreover, they would probably agree that one fighting Tommy is equal to a dozen ecclesiastical windbags.

J. G. J. (Crewe).—The quickest way for you to gain access to the stage would be to slip past the stage doorkeeper unobserved, strangle the call boy, punch the prompter in his solar plexus, and dash for the footlights.

A. E. O. (Ramsbury).—"How would it do to tax dogs in the inverse ratio of the square of their weight?" We are afraid that in many cases it would "do" for the dogs.

"ONE OF THE GRANDMOTHERS" (Salford).—It's a compliment to have the grannies with us, because they *do* know something. And we won't teach you how to suck eggs either, because we are quite sure you don't want to do such a messy trick.

E. C. (Barrhead).—Truth about some Belgians is not answered by truth about some Britishs.

F. W. B. (Grosvenor Road, S.W.).—Your four-page letter about the beer shortage to hand. Pity you chose such a dry subject.

F. M. (Luton).—Like all other cynics, you seem to know the price of everything and the value of nothing.

MRS. S. (Maidenhead).—You have paid 30s. in instalments to Direct Drapery Co., Manchester, but they now say they cannot supply that precious "bale" unless you send your Credit Card—which you have already sent them. If they continue to jib, you must see a solicitor.

K. C. (Bradford) likes the Mormons; she has had three staying with her. As she likes.

Miss H. (Gt. Hockham).—You are 71, and war-working as a lesson to slackers. Good girl! The war loaf, 13 days old, invented by you, must have been eaten on the way. It may be our luck.

"LUKE FORMONE" (Dundee).—We are too much shocked by your prodigal use of four pages of excellent foolscap paper to approach in a calm and judicial frame of mind the subject you discuss.

"SEVERN" (Bristol).—"I have been puzzling my brain to explain to you——." That's why you don't. You'd puzzle anything, you would.

"OLD SUBSCRIBER" (West Ham).—"For if once Vlackvostock was captured——." Wouldn't matter half-a-coupon. There ain't no sich a place.

"ANXIOUS"? (B.E.F.).—Rabbits are reckoned ground game. And their little game is, going to ground when the price is fixed at One and Nine.

"AN UNFORTUNATE MOTHER" (Kensal Rise).—As you say, circumstances are cruelly hard on the unmarried mother who, in the great majority of cases, is more sinned against than sinning.

A. H. (Lincoln).—We should call a man of 25 who marries a widow with five children not brave, but heroic.

J. S. (Burslem).—"If Asquith had taken my advice he would not have been pushed out of office." Then it is very fortunate that he did not, for otherwise we might have been pushed out of the war by now.

J. H. (Southampton).—Since you defend the smug idiot Sullivan, member of the Lanark Committee, who said: "If the Military are made too comfortable they will forget there is a war on," you stamp yourself as a man of the same objectionable breed.

"TWO DISFIGURED MAIDS" (London Road) promise that if we can recommend a cure for their freckles they'll give us "a big hug and a kiss." Sorry can't earn the reward.

S. M. (Wymering).—"How, in these days of camouflage, can a chap discover when a girl genuinely loves him?" Marriage is the only acid test for the gold of love.

"SOLDIER'S WIFE," (Ashbourne).—The quantities of food found rotting in and about the huts at Alsop-le-Dale, lately vacated by Conchies, prove that the dirty dogs are wasters in more senses than one.

"INQUISITIVE" (Darnall).—"What rations are millionaires and titled persons entitled to?" They are entitled to the same as poor (but honest) people.

W. F. S. (West Hampstead).—Your compliments most welcome, although at first we were afraid you were going to heave a brick at us.

J. M. A. (London).—We entirely agree that "the Scotch are a loyal race," but when you say they have "given more freely of their flesh and blood in this war alone than all England put together," you are simply talking undiluted piffle. As to the Scotch being "canny," why, we thought they were proud of it!

J. S. (Lincoln).—"Your article on Labour's only way makes me laugh." We can quite believe that. You see, it was written for the serious consideration of intelligent men only.

G. R. (Hull).—"To get to the point, he charges more for his beer." Ah, that's where you feel it.

(Many replies are unavoidably held over.)

THE "JOHN BULL" GUARANTEE.

We guarantee the goods advertised by every firm whose trade announcement appears in JOHN BULL, *i.e., we hold ourselves responsible for their being of the quality and standard represented at the time of purchase and the date of payment either in full or of first instalment, and if any reader can show just cause for dissatisfaction with the purchase of any goods made through any trade advertisement in our columns we will refund the purchase money, provided the goods complained of are sent to us within one week from the date of original purchase. All communications should be addressed to* JOHN BULL, *Advertising Department, 92, Long Acre, London, W.C. 2.*

COMPANY MEETING.

MAYPOLE DAIRY CO.

Turnover Exceeds £22,000,000.

The twentieth annual general meeting of the ordinary shareholders of the Maypole Dairy Company, Ltd., was held on Thursday, the 4th inst., at Winchester House, Old Broad-street, E.C., Mr. W. George Watson, Bt. (chairman of the company), presiding.

The secretary (Mr. W. J. Latty) read the notice convening the meeting and the report of the auditors.

The chairman, who was received with cheers, said:—Ladies and gentlemen—With your kind permission we will take the report and accounts as read. The net profits amount to £747,249 3s., after providing for the £230,000 special depreciation which the board consider is necessary owing to conditions caused by the war. This depreciation will not cover the damage to the goodwill of our retail stores caused by the partial or complete transference of the retail margarine trade to the sugar retailers. This damage will be very great, as the goodwill of our retail business was worth over £4,500,000, represented by the premium on the market price of the shares and the amount of goodwill as shown on the balance-sheet. The business had taken us over thirty years to build up and has now been largely handed over to our competitors. I give you the following figures to illustrate the continued progress of our business since 1909:—

Three years:	Commencing number of branches.	Average annual profits.	Aver. inc. of profits on prev. period.
1909 to 1911	281	£186,356	—
1903 to 1905	359	126,446	46 p.c.
1906 to 1908	488	200,984	63 p.c.
1909 to 1911	601	398,836	92 p.c.
1912 to 1914	713	509,787	27 p.c.
1915 to 1917	844	579,495	13 p.c.

This smaller rate of increase in the years 1915-1917 is, as you can understand, owing to the conditions caused by the war.

These figures show how steadily we have built up our trade and goodwill since incorporation. The first branch was opened in 1886, and our progress as a private firm was equally steady and progressive. The turnover of Maypole companies exceeded £22,000,000 last year, and the sales and output of their margarine factory increased to over 2,100 tons a week, sufficient to provide the quarter-pound ration for half the population of Great Britain, and equal to the home production of butter in the United Kingdom. In view of the national necessities, Maypole also did their best to assist other British companies to start manufacturing margarine in this country. I understand that the Cheshire factory, which Maypole sold in 1914, now turns out about 600 tons per week.

Towards the end of last year the supplies of butter became very short. This greatly increased the demand for margarine, and made Maypole supplies insufficient to go round. In consequence, everybody flocked at the same time to purchase at Maypole's open stores, fearing they would be amongst the number who each week had to go without a supply. In the absence of a rationing scheme to limit the demand this caused queues. When meat also became scarce the cash butchers had the same difficulties with queues, but, fortunately for them, their trade was not transferred to the sugar retailers.

I am sorry to say that, notwithstanding the satisfactory profit shown for 1917, Maypole prospects, while present conditions continue (apart from the proceeds or dividends from their shares in allied companies now under Government control), are hopeless, and the valuable goodwill and profits from our old-established distributing business, which has yielded us over three-fourths of our past profits, are destroyed by the transference to the sugar retailers of most of our supplies and retail trade in margarine.

You will remember that in 1916, when sugar was in short supply, the sugar retailers, including the shops owned or controlled by the Dutch margarine makers, were given the monopoly or sole right to sell sugar, and sugar retailers were then allowed to compel Maypole customers to purchase margarine at higher prices in order to obtain sugar. When margarine is also in short supply these sugar retailers are given, for many weeks, the monopoly or sole right to sell margarine in many towns, and Maypole are forbidden to retail margarine. Many of Maypole's old customers in other towns have complained to us that their sugar retailer has refused to supply them with jam, cheese, and other scarce goods unless they either registered or transferred their margarine registration to them. A typical case of our experience in many towns is High Wycombe, where we have been for six or eight weeks, and are still forbidden to sell an ounce of margarine, and the retail margarine trade in that and many other towns is exclusively confined to the sugar retailers. Maypole are helpless, as they are not allowed to retail sugar.

When retail trading is stopped for weeks or months the stoppage most effectually destroys goodwill and prevents future registration by former customers; this leaves Maypole branches without sufficient trade or gross profit to cover the rent and other standing expenses. The expenses of Maypole's retail stores are £14,000 per week, and over 85 per cent. of their trade is in margarine. Maypole's retail business of distributing margarine, butter, and tea has yielded them an average weekly net profit of over £6,400 during the past six years. The net profit for the first quarter of this year is very satisfactory, but now that our supplies and trade are partially or completely taken from us, all net profit from the distributing business will entirely cease, and in its place we shall (after allowing for reduction in expenses) have an estimated net loss therefrom of over £1,000 a week so long as present conditions continue. I prefer to leave it to impartial men to decide whether this is just to the co-partnership employees, or to the company, which was so largely instrumental in saving the public from the necessity of eating dry bread.

Our policy of increasing the home production of margarine, which has had such disastrous results for our company, has also necessitated a very heavy expenditure in new plant at Maypole factories. This expenditure is mainly represented by the £1,200,000 loans to allied companies appearing on our balance-sheet. Machinery and buildings now cost more than double pre-war prices, and when factories are built or extended at abnormal cost to meet urgent national needs for food, we think that some allowance should be made by the authorities from the amount to be capitalised, as is done with munition factories. Unless this is done Maypole will be in a specially difficult position, as the retailers to whom Maypole supplies and trade have been transferred will not buy from Maypole companies after the war, because Maypole are competitors in the retail trade.

We feel our present unmerited position very acutely, as it was our hope and ambition to bring the margarine industry to this country and to build up a business on co-partnership lines which, by its success and the low prices charged to consumers, would demonstrate the value of a close co-operation between manufacturers and retailers and between Capital and Labour. Small distributors and small manufacturers have higher costs of distribution and production, and therefore cannot afford to sell so cheaply to consumers or produce so cheaply for export trade as can be done by efficiently managed large businesses working in close co-operation.

Maypole demonstrated this fact by the low prices at which they produced and distributed margarine. They retailed their margarine at 11d. per pound, and would have continued at this price had they not been ordered by several local Food Committees to advance their price to 1s. Maypole kept their retail price at 11d. when they could have readily sold at 1s. 2d. or 1s. 3d. per pound. I should like to express my heartfelt thanks and appreciation to the staff both of Maypole and of their allied companies in the United Kingdom and Africa for their invaluable help and hard work. Our women have done splendidly; when the mad rush was on they often distributed, in small quantities, the whole week's supply of margarine in less than three hours.

CO-PARTNERSHIP EMPLOYEES GUARANTEED AGAINST LOSS.

I deeply regret that Maypole co-partnership employees should undeservedly have the value of their life savings injured or destroyed. As an expression of sympathy the board have decided to hand £10,000 to the trustees of Maypole Co-partnership shares as a guarantee fund, to be used at the board's discretion, to cover as far as practicable against loss on the original average cost of Maypole Trust shares at present held by employees of Maypole Companies, whose total remuneration from those companies is less than £350 per year. The board feel that if co-partnership is to be successful in solving future labour difficulties, both the Government and the employers must see that employees have a fair and just deal. We have promised to re-employ over 3,000 of our men who are now in the Army and Navy, but this will be almost impossible unless trading becomes free before their return and we can win back our margarine customers.

In conclusion, I should like to express to all shareholders my regret that our home production of food policy should have led to the ruin, for the time being, of the company's valuable retail business. In view of the shortage of butter and the national needs for margarine we expected that our efforts to increase the home supplies and keep down the retail prices would have been appreciated, and would also prove as beneficial to the company and its employees as it has been to the British public. I have lately prepared a paper on the manufacture of margarine in the United Kingdom, and shall be pleased to send a copy to any shareholder or member of the public who is interested in the home production of important foods. (Cheers.) I will now formally move: "That the report and balance-sheet for the financial year ended Dec. 29, 1917, as certified by the auditors, Messrs. Whinney, Smith and Whinney, be and is hereby confirmed and adopted, and that a final dividend of 1s. 2d. per share (less income tax) be paid on May 1 to the holders of Deferred Ordinary Shares registered in the books of the company on the 15th inst."

The resolution was carried unanimously.

Mr. G. Haigh: I beg to propose a vote of thanks to the chairman and directors for their efforts during the past year.

Mr. Hankey: I have much pleasure in seconding the resolution. I attended our meeting last year and I heard our chairman make a speech which was at that time slightly pessimistic. I remember that about two months afterwards a dividend of 2s. per share was declared, and the major part of which applied to the previous year. I hope that in this case also we may find that things will turn out far better than he anticipates, and that we shall make large profits out of the wholesale trade, even if we do lose to a certain extent on the retail.

The motion was unanimously agreed to.

WHAT OUR READERS SAY.

Headquarters, 2-5 (Cyc.) Bn. London Regt.,
Saxmundham. 24th Feb., 1918.

Dear Sir,

. . . . I may say that I have used one of your pens for the last three years or so, and have always found them very satisfactory, as also have several of my friends. Even the cheapest model is, in my opinion, worth half-a-guinea. Wishing you every success.

Yours truly, FREDK. J. LE MAY,
(Cyclist). Orderly Room Clerk.

SEND FOR YOUR "JOHN BULL" PEN TO-DAY.

Every Pen is Guaranteed.

"JOHN BULL" Pen Coupon. Value 2d.

By sending this Coupon with P.O for 3s. and two penny stamps for postage, the holder is entitled to receive a "John Bull" Gold Nibbed Fountain Pen, STANDARD MODEL. Additional Coupons up to 6 from "John Bull" from this date may be saved and used in part payment, each counting as 2d. off the price. Thus, you may send 7 coupons and P.O. for 2s. only, and 2d. stamps for postage. DE LUXE MODEL 1s. EXTRA. Address, Pen Dept., JOHN BULL, Long Acre, London, W.C. 2 *(April 13th, 1918.)*

P.O.'s should be made payable to John Bull, Ltd., and crossed & Co.

N.B.—State whether you prefer a Fine, Medium, or Broad Nib.

Old coupons will be accepted at their face value—One Penny.

'Bullets'

2nd Prize £25 | **1st PRIZE** | **£250** | **1st PRIZE** | **3rd Prize £10**

10 PRIZES OF £5	10 PRIZES OF £2 10/-	50 PRIZES OF 10/-	400 PRIZES OF 5/-	1,000 PRIZES OF 2/6	3,000 SPECIAL 'TARGET' PRIZES

No.____ Closing Date, Thursday, April 18th.

Example_____

Bullet

Example_____

Bullet

(281) P.O. No._____ Signed_____

I agree to enter this Competition in accordance with the rules and conditions announced below. Address_____

If coupon is used P.O. for 6d. must be sent.

ENVELOPES SHOULD BE MARKED "BULLETS" No. 281, "JOHN BULL," LONG ACRE, LONDON, W.C.2. Write "COMPETITION" in top left-hand corner of envelope

No.____ Closing Date, Thursday, April 18th.

Example_____

Bullet

Example_____

Bullet

(281) P.O. No._____ Signed_____

I agree to enter this Competition in accordance with the rules and conditions announced below. Address_____

If coupons are used P.O. for 1/- must be sent.

No.____ Closing Date, Thursday, April 18th.

Example_____

Bullet

Example_____

Bullet

(281) P.O. No._____ Signed_____

I agree to enter this Competition in accordance with the rules and conditions announced below. Address_____

If coupons are used P.O. for 1/6 must be sent.

SPECIAL RULE. In order to afford our Military and Naval Competitors and others living in remote districts ample time to compete we are allowing them special facilities. Below will be found twenty examples for next week's "Bullets" Competition No. 282. These can be used on the coupons above, and must reach their offices or be posted before THURSDAY, APRIL 18th. Please note that all coupons so used MUST be clearly marked with the number 282 in the top left-hand corner, and envelopes containing these coupons MUST be addressed "Bullets" No. 282, "John Bull," Long Acre, London, W.C.2. Such coupons MUST NOT contain any of the Thirty-three Examples of the present week's competition.

Selection of Examples for "Bullets" Competition No. 282.

WHEN KAISER COMMANDS	BAD LIVER	MOTHER'S LOT	DANGEROUS PLAYTHING
TRYING EXPERIENCE	A LITTLE KID	HOT STUFF	PLAYING THE GAME
A BAD NAME	MOST DECEPTIVE WHEN	READY TO HELP	FAST LIVING
HARD TO PART	TOMMY'S PRESENT	NOT MY LUCK	WHEN LIGHTS ARE LOW
A GOOD POST	OF LITTLE ACCOUNT	BUTCHER'S DOG	STANDING FIRE

BULLETS RULES. 1. The First Prize (will be awarded for what, in the opinion of the Judges, in consultation with the Editor, is the best "Bullets" received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The right to divide a prize or prizes among two or more competitors is reserved.

2. Bullets must be plainly written on one of the coupons, and only two attempts may be written on each coupon.

3. All three coupons may be used, but each coupon must be accompanied by a postal order for 2d made payable to JOHN BULL and crossed and Co.

Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Competitors sending more than one coupon may enclose one postal order for the full amount covering the number of their coupons. Coupons must not be defaced in any manner.

4. All coupons arriving too late to be judged with absolute thoroughness will be duly returned to their respective senders.

5. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

6. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

LIST OF EXAMPLES FOR "BULLETS" COMPETITION No. 281.

IN FRANCE	FAIRY TALES	WHEN A MAN'S SINGLE
BRITISH SPORTS	WAR WORKER	NEW BOOK
HOLDING THE LINE	NEVER HEARD	MAKING THINGS HUM
RAISING THE AGE	A FEARFUL LOT	MARRIED TOMMY
THE OLD BRIGADE	SPRING CLEANING	TROUBLE FOR NOTHING
NO EARTHLY USE	ABOVE ALL	WOMEN'S RIGHTS
SHINY SPOILS	COLD SHOULDER	THING OF THE PAST
HEARD IN THE TRAIN	NO EASY JOB	MOST SENSATIONAL
JUST WHAT'S WANTED	LIGHTWEIGHT CHAMPION	EYES RIGHT
THE LAST WORD	SLICE OF LUCK	TAILS UP
PRETTY CHEEK	WASTING GAS	LEAVING HIM OUT

HOW TO MAKE "BULLETS."

First choose any of the thirty-three examples given above. Then give TWO, THREE, or FOUR words having some bearing on the example chosen. Any ONE of the words selected must begin with ANY letter in the example chosen. The other words selected can begin with any letters in the alphabet. These examples will guide you: Example:—THINGS OF THE PAST. Bullet:—ERIC JOINT ON SUNDAYS. Example:—MOST SENSATIONAL. Bullet:—THE LATEST RUMOUR. Competitors may send in two BULLETS on one coupon for sixpence. If more coupons are used, an entry fee at the rate of 6d. for each coupon must be sent. Result of this Competition will be found in our issue dated May 4th. This week's "Bullets" Coupons will also be found in EVERYWOMAN'S dated April 13th.

RESULT OF 278th "BULLETS" COMPETITION.

FIRST PRIZE OF £250:

Miss ALICE HASSALL,
14, St. Margarets Avenue, Harringay, London, N.
Example:—SALVATION ARMY.
Bullet:—HAS "WEALTH" OF ADMIRERS.

SECOND PRIZE of £25:

Miss ETHEL BATEMAN,
19, Ellerdale Rd., Shepherd's Bush.
Example:—OUR BUTCHER.
Bullet:—HINDENBURG IF PACIFISTS RULED.

THIRD PRIZE of £10:

Bombardier E. G. LYNBERY,
1st Durham R.G.A.,
Greenville, Hartlepool.
Example:—OUR REPRISALS.
Bullet:—A "CAST IRON" POLICY.

TEN PRIZES OF £5 EACH:

Mr. D. W. JOHNSTON, 196, Coltman St., Hull: TAKEN UNAWARES—"BAD BUSINESS" SOMETIMES.

Miss CARRIE SMALL, "Aspey," Reading, Isle of Wight: WHEN JAPAN MOVES—"BEGINNERS" BUT NOT NOVICES.

Mrs. ACTON, 18, Percy St., Hillhead, Glasgow: CARRIES NO WEIGHT — BUS — WHEN RAID'S ON.

Miss VIOLET WEST, c.o. "PER" Co., 115, Cannon Street, London: UNDER GOVERNMENT—HARD BECOMES WHICH ONE.

Mr. E. A. CRANE, 68, Hillside Avenue, Bitterne Park, Southampton: TAKEN UNAWARES—OUR MEAT RATION EASILY.

Mr. W. A. OSTERLE, 65, Dunster Street, Northampton: WHEN JAPAN MOVES—RUSSIA WON'T BE "BOARD."

Mrs. C. WILLIAMS, Market Hotel, Ramsbury: DIFFICULT—WORK — CARDBOARD "IF ROOF'S KNOWN."

Mr. C. GALLETLY, 4, Victoria Place, Stow Hill, Newport, Mon.: RIGHT DRESS—"SLIP INTO IT" POTS.

Mr. H. PRAEDLE, 158, Dale Street, Chatham: CARRIED TOO FAR—THIS WAR—WITHOUT JAPAN.

Pte. THOMPSON, T.R., 13, Preston Avenue, North Shields: BAD HIDING—GERMANS for "ORDER" GOODBY.

10 PRIZES OF £2 10s. EACH:

Mrs. K. CORNBOOKE, 67, Old Tovil Road, Maidstone: CAN'T ACHES — BUT STILL THEY "GOODSPEED."

Mr. NORMAN HUNT, 11, Atkinson Street, Gorton, Manchester: MORE LIGHT — DOBBY'T SAFEGUARD HOSPITAL SHIP.

Miss GLADYS DEAN, 19, Morningside, Great Crosby, Liverpool: HOW SHOPPING—THAT NOTHING'S DONE DIPLOMATICALLY."

Mr. A. C. ALTHAM, 108, King St., Dukinfield: UNDER GOVERNMENT — TAPE CONFUSION AROUND "HARPER."

Mr. T. ARMFIELD, 6, William St., Lozells, B'ham: "FLYING VISITS—GERMANY'S INVITED THEM.

Mr. D. BROWN, Glencraggach, Halladale, Kirkland, Sutherlandshire: NOW SHOWING—TEETH, GERMANS—SIGNS NEXT.

Mr. G. MANSELL, 349, The Cliff, Manchester: THE KAISER'S ORDERS—TOMMY KEEPS "ROLLING UP."

Mr. W. HEWETT, 1, Victoria Tc., Hurstpierpoint: FLYING VISITS—THE FUTURE "OVERLAND ROUTE."

Mr. G. TWIGG, 121, Nantwich Road, Crewe: OUR REPRISALS—"MATERIAL" WHEN GERMANY'S "RAW."

Mr. G. FORBES, c/o. Mrs. Middleton, 24, Dalhousie Walk, Dundee: BOOTS DOWN—GETTING GERMANY INTO "SHAPE."

List of 10s. Prize-winners in "Bullets" Competition No. 279 will be published in next week's "Competitors' Journal." Complete list of all Rank and other Prize-winners can be seen at the Offices of "John Bull."

"JOHN BULL'S" GREAT FREE WAR INSURANCE.

We are giving, absolutely **FREE OF CHARGE**, an insurance against ZEPPELIN and all other AIR RAIDS, BOMBARDMENT, INVASION, or BLOCKADE.

Anyone can be insured irrespective of sex or age, but a separate coupon must be filled in for each person.

Remember, the Ordinary Fire and Accident Policies afford no protection whatever against war risks.

The full conditions governing this scheme will appear in JOHN BULL from time to time.

WHAT WE WILL PAY.

In respect of any registered reader (man, woman or child), who, whilst on land and in the British Isles, is killed or dies within 30 days of receiving injury from any of the events named	£200
For the loss of two limbs or both eyes, or one eye and a limb	£200
For the loss of one limb or one eye	£100
Per week for total temporary disablement for a period not exceeding 13 weeks	£3
Should his, or her, home become directly damaged (whether it be private residence or residence in connection with a shop) or should the contents be damaged, not exceeding	£350
Loss of one quarter's rent during rebuilding of damaged home, up to	£25
Medical fees for injuries not proving fatal, but incapacitating the injured person from following his or her usual employment for more than three days, up to	£10

ORDER FORM

To be Retained by Newsagent.

To.....Newsagent.

Please deliver JOHN BULL to me regularly until further notice.

Signed.....

Address.....

April 13th, 1918.

You must also fill in the Registration Form, which will be found next to this, and post it to JOHN BULL Insurance Dept., 93, Long Acre, London, W.C.2, where your name and the name of your nominee will be duly registered.

REGISTRATION FORM

Which must be posted to—

The INSURANCE DEPT., JOHN BULL, Long Acre, W.C.2.

This is to notify that I have this day placed an order for the regular weekly supply of JOHN BULL with

.....Newsagent, of

.....

and desire you to register me as a regular subscriber under the terms of your Insurance Scheme.

In the event of my being injured or killed on land within the British Isles, and my being in the meantime having damaged, I hereby nominate to receive any payment due under this Insurance, first myself, or in the event of my death:—

Name of Nominee.....

Address.....

Signature of Insured.....
(Mr., Mrs., or Miss)

Address of home.....

April 13th, 1918.

A Doctor writes:

"A PATIENT of mine has been accustomed to take Hall's Wine—it suits her well. I wish it to be made easy for her to obtain it for her health's sake." *(Original letter on file)*

This is but one of the many letters received from doctors—and patients—asking for favourable treatment in the matter of supplies of Hall's Wine. Owing to the war, it is impossible to meet the insistent public demand for Hall's Wine, and our agents occasionally find themselves out of stock.

With the supplies available, however, we are doing our best—these are equally divided amongst all our customers.

Hall's Wine

The Supreme Tonic Restorative

A Chemist writes: "One of our town officials finds nothing to equal Hall's Wine. Please send more." A lady writes: "My doctor recommends Hall's Wine for nerve trouble. Can you arrange for me to have some?"

Extra Large Size, 4/6; Smaller Size, 2/9.

Of Wine Merchants, Licensed Grocers, &c.

Proprietors: STEPHEN SMITH & Co., Ltd., Bow, London, E.3.

841.

You may think that a broken boot lace is a small matter—but is it? Many a train has been lost through a broken lace. Wear **Hurculaces** and avoid risk.

Hurculaces
GUARANTEED BRITISH MAKE

Hurculaces are the ideal laces for boots or shoes.

Why the everlasting—never-ceasing—laces annoyance when you can buy HURCULACES, which are stoutly built of the best yarns and firmly tagged in the best British style? Ask emphatically for HURCULACES, and don't be put off.

Stocked by High-class Drapers, Outfitters, and Bootmakers.

HAVE YOU ANY ARTIFICIAL TEETH THAT YOU DO NOT WEAR?

I pay full value for them, or offer made.
Teeth returned promptly, post free, if offer not satisfactory.
Before selling, write for Free Booklet. It explains very clearly the value of any make of artificial teeth.

E. LEWIS, 29, LONDON ST., SOUTHPORT, Lancs.
ESTABLISHED 1873. [Please mention "John Bull."

BE MEASURED FOR YOUR SUIT BY POST.

The astonishing popularity of our Burlington Suits plainly proves how popular they are with men, and these smartly-made Suits may be worn Sunday and week-day with equal pleasure. Linings are best class, and so expert is the tailoring employed that you get, besides up-to-date fashion, a perfect fit and good wearing cloth. The price is low; and 2/- in the £ discount is allowed for cash down. Write for self-measurement form and book of fashions and prices, and ask for light or dark cloth patterns, or for both if you want both kinds.

CATESBYS LTD.
(Dept. 19.)
Tottenham Court Road,
London, W.1.

By the Sitting-Room, Parlour or Kitchen Fire—when the day's work is done, and the men folk are at home—you can sit and enjoy the radiant beauty of

CATESBYS CORK LINO

The patterns are reminiscent of the richly endowed garden in summer, or meadow and glade whose soft green harmonies are bejewelled with nodding daffodil, plucky primrose, and waving hyacinth. The highest scale of luxurious or delicate colour schemes are embodied in CORK LINO patterns, hundreds of them—and in CORK LINO you have a floor covering that gathers no dust and needs no scrubbing. Patterns in Colour, full Prices and details of our Credit Account System free if you ask for CORK LINO Pattern set No. 19.

CATESBYS
Dept. 19, LONDON, W.1.

DressWear

Stylish and comfortable attire must be got by every self-respecting woman. Catesbys is the only high-class West-end Store enabling Ladies to dress nicely on Easy Terms, whether they live in Town or Country, and our Catalogue Prices and Patterns show the lowest price better grade apparel that can be purchased. Be very careful to ask distinctly for Dress Catalogue. We pay carriage on all goods.

CATESBYS LTD.
(Dept. 19),
Tottenham Court Road,
London, W.1.

For Comfort and Freedom

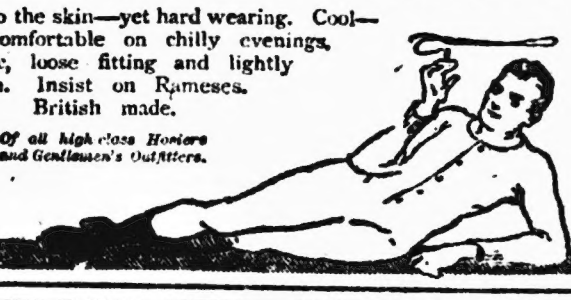
Comfort, service, economy—all have been carefully considered in Rameses Underwear for men. For freedom and ease of movement the most suitable patterns have been chosen; among others—combinations for men, and trunk drawers and short sleeved undervests as worn by Army Officers.

In comfort, fabric and fit, Rameses is *the* underwear for men.

RAMESES UNDERWEAR IN NEW STYLES

Soft to the skin—yet hard wearing. Cool—yet comfortable on chilly evenings. Elastic, loose fitting and lightly woven. Insist on Rameses. British made.

Of all high class Hosiers and Gentlemen's Outfitters.



Nervous Breakdown

Ex-Soldier Cured of Neurasthenia.

Mr. Arthur Dixon, 257, Galton Road, Warley, Birmingham, says:—"I am an ex-soldier with nearly thirteen years' service to my credit. Some time ago I had a severe shock, which seemed to affect all my nerves. I was treated in hospital, but on leaving became worse. I could hardly stand upright and the least sound made me jump. Finally I was discharged, and I seemed a little better, but soon the symptoms returned worse than ever. I was always depressed, could not enjoy food, and then there were sick headaches and often vomiting in the morning. In fact, I was a complete wreck. Then I tried Dr. Cassell's Tablets, and they made a new man of me. My nerves are steady now. I sleep well, and work is a pleasure."

Mr. A. Dixon.

Dr. Cassell's Tablets.

Dr. Cassell's Tablets are the safest and most effective home treatment for:

Nervous Breakdown	Nervous Debility	Indigestion	Palpitation
Nerve Paralysis	Sleeplessness	Stomach Disorder	Premature Decay
Spinal Weakness	Anæmia	Mal-Nutrition	Loss of Flesh
Infantile Paralysis	Kidney Trouble	Wasting Diseases	Brain Fag

Specially valuable for Nursing Mothers, and during the Critical Periods of Life.

Sold by Chemists and Stores in all parts of the world, including leading Chemists in Australia, New Zealand, Canada, Africa, and India.

Prices: 1s., 1s. 3d., *and* 3s.—*the* 3s. *size being the most economical.*

FREE INFORMATION.—If you desire further information about Dr. Cassell's Tablets, write to us, describing your own case, and we will advise as to suitability. Address: DR. CASSELL'S CO., LTD., Chester Rd., Manchester.

GRAVES OF SHEFFIELD

Write for patterns, post free, of Suits, Overcoats, Costumes, Ladies' and Children's Fashions, Dress Materials, Household Drapery, etc., as Catalogues of Watches and Jewellery, Furs, Workers' and Boy's Clothing, Footwear, Sheffield Cutlery, Frame Cycles, Tyres, Gramophones and Records, Trio, Tea and Dinner Services, Sewing Machines, and Poultry Appliances, etc., etc.

EASY — J. G. GRAVES LTD. SHEFFIELD — TERMS

10% Discount for Cash or War Loan Scrip.

Gladys suggested—

MIND you, we'd tried half-a-dozen places already. But nowhere could we find just the furniture we wanted, and some of the prices were simply exorbitant. Then, just as we were beginning to despair, Gladys suggested the "Midland." That was the end of all our difficulties.

Money buys more at the 'Midland'

You get £100,000 worth of beautiful furniture to choose from, and the "Midland" prices give you the utmost possible value for every shilling you spend. If you decide to pay cash, you get 10% discount; if you prefer to furnish out of income under the "Midland" Ideal Terms, you have nothing to pay for credit—no interest—no extras whatsoever.

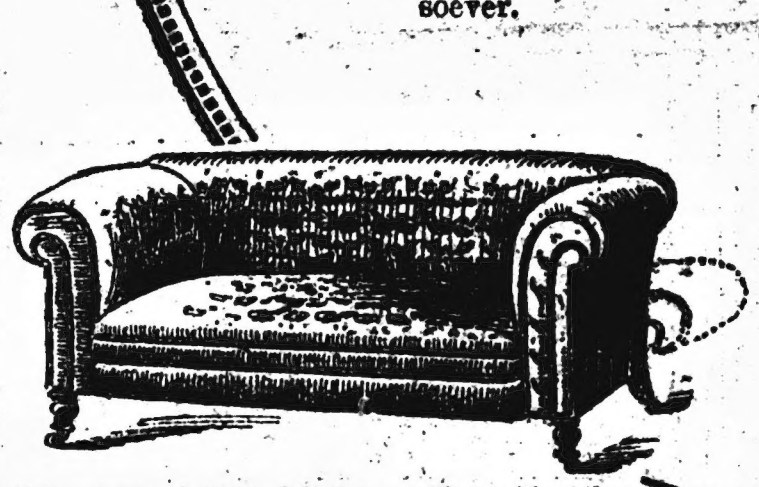
10% Discount for Cash or War Loan Scrip.

10% Discount for Cash or War Loan Scrip.

Country Orders packed free of charge and forwarded carriage paid. Orders by post carefully and personally dealt with by a Special Manager.

An exceedingly comfortable Easy Chair, double-spring, luxuriously upholstered and covered in art cretonne to customer's choice. An exceptional bargain at

£4. 14s. 6d.



Well-upholstered Chesterfield Settee, with or without drop ends as desired. Thoroughly well sprung and covered with various shades of art cretonne. **£8 5s. 0d.**

Ideal Terms

(Town or Country.)

Worth.	Per Month.	Worth.	Per Month.
£10 - £20	5 6	£50 - £100	1 7 6
£20 - £30	11 0	£100 - £200	2 15 0
£30 - £40	16 6	£200 - £500	5 10 0
£40 - £50	2 0	£500 - £1000	13 15 0

Larger amounts pro rata.

Rail Fares Paid

Customers' Fares to town paid on all orders of £20 and over.

Free Life, Fire, Aircraft and Bombardment Insurance.

At the "Midland" customers can obtain free insurance policies whereby **all furniture purchased on Ideal Terms becomes the absolute property of the wife;** in the event of the death of the purchaser. **All furniture** thus purchased is also **insured against damage by Fire, Aircraft Bombs, or Hostile Bombardment.**

Midland

Furnishing Company, Ltd.,

Contractors to H.M. Crown Agents for the Colonies,

15 to 23, Southampton Row, Holborn, W.C.

Seven doors from Holborn and Holborn Tube Station. 2 minutes from British Museum Tube Station.

Hours—9 till 7. Saturdays—9 till 1.

Governing Director, GEORGE MICHAEL (who has been associated with the business for 40 years).

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